

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXX

NEW YORK, AUGUST 16, 1912

No. 7

## Our business is based on close co-operation.

Individual inventors have given the world much of value, but groups of inventors, organized inventors, are doing us the best service to-day.

Some one has remarked that a single individual can build a canoe, but it requires co-operation to produce a battleship.

In the world of advertising, the combination of brains, experience and facilities produces the most satisfactory results.

### N. W. AYER & SON

Philadelphia

New York

Boston

Chicago

Cleveland

# We Keep Our Clients

**Six have been with us for 27 years.**

**Twenty-two for from 10 to 15 years.**

**Thirty-four for from 5 to 9 years.**

**Fifty-two for from 2 to 4 years.**

Among these are most of the large advertisers of America. Sapolio, Walter Baker, Mennen, National Biscuit, Gold Dust, Heinz, Colgate, Horlick, N.Y. Central Ry., Gillette Razor, Huyler, Crystal Domino Sugar, Grape Nuts, Chiclets, Arrow Collars, Coca Cola, Spencerian Pen, Pompeian Cream, Campbell Soup, Stollwerck, U. S. Rubber, Welch Grape Juice, Dioxogen, Spearmint Gum, Paris Garter, Imperial Granum, Old Dutch Cleanser, etc., etc.

These are only a few of the many firms and products advertised in the card and poster space on the Subway and Elevated lines of New York and the Brooklyn Rapid Transit.

The shrewdest advertiser may use an unprofitable medium for a year, or even two, but what does it mean when many of the foremost concerns of the nation use the *same* medium constantly for over a decade? **POSITIVE RESULTS** is the only answer.

We have prominent clients who depend solely upon our medium to "cover" Greater New York. Experience has taught them its sufficiency.

The systems we represent carry more than **THREE MILLIONS** of passengers *daily*. This is nearly 70% of Greater New York's total traffic. Our figures are from Public Service Commission reports and their accuracy is beyond dispute.

We have exclusive control of the Card and Poster Space on the Subway and Elevated Lines of New York and are sole agents for all Car Advertising in Brooklyn

## WARD & GOW

50 Union Square

New York

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXX

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## HOW TO PROVE YOUR TRADE-MARK RIGHTS

FAILURE TO KEEP ORIGINAL DOCUMENTS OFTEN EMBARRASSES THE ADVERTISER WHOSE TRADE-MARK IS INFRINGED — HOW CERTAIN VALUABLE DATA HAVE BEEN UNEARTHED—THE PLAN TO FOLLOW IN REGARD TO VITAL TRADE DATA.

*By Edward S. Rogers.*

[EDITORIAL NOTE:—Mr. Rogers is a lawyer who has specialized in practice bearing on trade-mark matters. He is counsel to several large manufacturers, and a lecturer at the University of Michigan upon trade-marks and copyright.]

When a business man buys a piece of real estate no matter how little he pays for it, he puts the deed and abstract in his safe. When he lends money he puts the notes in a secure place. When he buys bonds or shares of stock he puts them where they will not get lost and can always be had when they are wanted. He realizes that these things are the evidences of his title to his land or his money, the proof of his ownership.

No intelligent person in these days will dispute the assertion that trade-marks are as often as not of more value than the land on which is built the plant which produces the article which bears the mark. Many instances can be recalled where good will has represented an entire issue of common stock and a trade-mark is nothing but visualized good will. The owners of this common stock unless they are inmates of an asylum for the feeble-minded put their certificates in a deposit vault or at least under lock and key. But what about the title deeds to the trade-mark itself?

There is no end of misinformation among otherwise intelligent people as to how the right to a trade-mark is acquired. Every

lawyer of much experience in trade-mark matters will instantly recall the client who tiptoes into his office, closes the door with an air of mystery and wants immediate protection of some name or device he has conceived. Says that he wants it "copyrighted" (this is the expression generally used) or registered immediately and before anyone can steal it. The notion uppermost in his mind is secrecy and the prime necessity of getting from some official bureau a document with a seal on it and beginning "To all to whom these presents shall come, greeting."

The rights confused with the right to a trade-mark by the average business man are patents and copyrights. These are grants from the Government and have to do, in the case of patents, with machines or compositions of matter and the like and in the case of copyrights with literature, art, and music. The exclusive right to these things is a monopoly created by statutory law and secured by compliance with certain formalities. A trade-mark on the other hand is an indication of the commercial origin of merchandise, and the right to it is not created by any such witchcraft. It is not a grant from the Government or any governmental bureau. It is not dependent upon invention or discovery or evidenced by imposing documents embellished with red seals and red tape. It depends upon one thing only: priority of adoption and continuous occupancy of the market with goods bearing the mark. Registration is simply a public record of a claim of right previously created by priority of use.

### PROOF OF PRIORITY

The things which help to prove priority of adoption and use are

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the trade-mark's title deeds, and the way they are neglected in the average business house is little short of criminal. Anyone who has had any experience in proving the adoption of a trade-mark after a period of say fifteen years will know at once what I mean, and of course the farther back the date goes the more difficult the task. Reliance has to be placed almost entirely on oral testimony. Usually some old employees are found who have more or less vague recollections on the subject, but it frequently happens that a year or two makes just the difference between success or failure in litigation where the title to the mark and sometimes the very existence of the business is involved. The memory of any man is a treacherous thing, the beginnings of a trade-mark are frequently of little consequence at the time, though of enormous importance later. Old and young employees die, or move away, or forget. Letter and bill files are destroyed, specimens of old labels are not kept, or if kept cannot be identified. I have known of scores of cases where there was no doubt of a continuous use of the trade-mark in controversy over a long period *but absolutely no proof of it could be adduced*. I have known of dozens of cases where trade-mark owners have been held up for large sums simply because they were unable to prove title to their own property. This is particularly true in lines of business where there are numerous small manufacturers and dealers, in the milling industry, in the cigar and liquor trades and many others.

Large producers with valuable marks are being constantly preyed upon by people who claim a prior use and make a show of establishing it, the showing usually being in inverse ratio to the conscience of the alleged prior use. A little investigation will demonstrate to any man the difficulty of meeting such a claim. You have a valuable trade-mark, you have taken for granted that it belongs to you, you know in a general way that you and your predecessors in business have

used it for many years, since 1865, for example. The goods are popular, the brand is valuable.

One day a salesman sends in a package of goods not made by you, picked up in the market with your trade mark on it. You place the matter in the hands of your lawyer and tell him to "get after the scoundrel." Perhaps you have the mark registered and keep the certificate of registration in your safe. You get it out and turn it over to your counsel. He writes a letter to the alleged infringer, and demands that he at once discontinue the use of your trade-mark. In due time a letter is received claiming a date of use anterior to yours or what is more often the case no attention is paid to the demand to quit and if suit is instituted claim of prior use is made for the first time.

#### SEARCHING FOR THE DOCUMENTS

Then you are confronted with the problem of proving your case, of establishing your priority of adoption and use. You call in your old employees and ask them questions; one says: "We were using that mark when we were up on Fourth street"; another, "I came to work here World's Fair year, and we were using it then," and so on. You look for old labels and find some, perhaps, stuck on the wall in the shipping room—no one knows who put them there, or when. In a flour mill, perhaps, there is an old stencil impression on a grain chute, but that is all. You find that the books and files back of ten years have been destroyed, and old price lists and catalogues are gone, no one knows where.

Any one, unless he has been singularly fortunate, who has been through trade-mark litigation has had this experience—certainty of the existence of facts and utter inability to prove them.

Sometimes the thing necessary to prove the fact will turn up in the most unexpected places. I recall one case where a bottle of beer, labeled and tagged, had been on the mantelpiece of a Cape Cod dwelling house as an ornament for thirty years (Cape Codders



# An inquiry into inquiries—

If you sell through stores and have perfect distribution in Denver, would you feel pleased to receive numerous inquiries from that city through your advertising?

Why should a Denver woman write to you if she can examine your goods at her pet store?

Under such circumstances, to receive numerous inquiries would show something wrong either with your copy or with your choice of medium.

*Unless an advertiser's copy clearly requests the use of the mails it is the educated habit of years for readers of The Butterick Trio to make their inquiries at the stores where your advertised goods are likely to be sold.*

(To be continued)

## The Butterick Trio

*Robert Frothingham*

Advertising Manager  
New York

F. H. Ralsten, Western Mgr.  
First Nat'l. Bank Bldg.  
Chicago

E. G. Pratt  
New England Mgr.  
149 Tremont St., Boston

being singularly abstemious folk), until produced in court as an exhibit. In another case there was discovered a box of old-fashioned square bottles of Devoe's Eagle Brand Snuff, labeled and marked, which had been on a storeroom shelf forgotten for sixty years. In still another an old stencil impression of a flour brand on paper had been used as a binder for a set of war-time *Harper's Weeklies*, and so was preserved.

These things occasionally happen, but not often. They certainly cannot be expected to happen. When it is necessary to go back over thirty or forty years it is almost impossible to get satisfactory oral evidence. Documentary proof is much more convincing, and frequently where the testimony of witnesses is conflicting it is the only kind of evidence that carries weight, and here comes the difficulty. Labels, catalogues, price lists and the like are the most ephemeral things in the world. They are like the old New England primers, which were thumbed and dog-eared out of existence, so that copies to-day bring fancy prices from collectors.

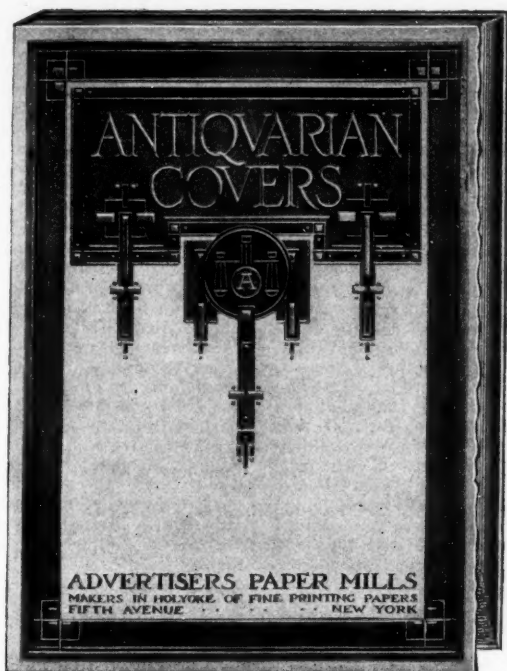
The newspapers of a day or so ago contained a statement that a four-cent stamp of 1847 was sold for \$800, yet no doubt there were thousands of them used in 1847. There must have been millions of Blue Ribbon beer labels printed and used, yet I recall a trade-mark case where one which could have been proved to have been used before 1890 would have been almost as valuable as a first folio Shakespeare. Lithographers' files were ransacked, branch offices investigated, without success. Finally a bunch of old orders and labels were unearthed in a barrel in the loft of a barn in a Pittsburgh branch. These experiences are typical, and when the remedy is so simple they ought to be the exception rather than the rule. It ought not to take a whole organization a year of steady digging to turn up a few old labels and price lists. These things should be kept, and systematically kept. A little ordinary foresight would prevent all this labor and elimi-

nate the very real danger that the absence of such proof entails.

#### HOW DATA SHOULD BE CARED FOR

In every establishment where trade-marks are owned there should be a department of archives, in charge of some one who is responsible for it. In this department there should be a file for each trade-mark. Whenever, in overhauling old papers, anything comes to light which bears even remotely on the adoption and use of any trade-mark it should be carefully marked for identification, preserved and put in the file devoted to the history of that mark. When new marks are adopted a record should be kept. Proofs and specimens of all labels and packages should be preserved, marked for identification and dated. Complete files of all price lists and catalogues should be kept, as well as lithographers' and printers' bills for labels, a complete file of all advertisements, with the place and date of publication or use and the extent of the use noted upon each, and each initialed for future identification and carefully filed away and indexed. The names of all persons who have knowledge of the facts and a concise signed statement from each should be secured and filed. Memoranda of the first shipments of goods under the mark should be made, bills and invoices of these shipments preserved, and tabulation of subsequent shipments, with enough invoices to establish a continuous trade, should also be kept. It is not a bad idea to have about the office or plant a certain place, such as a trunk or drawer, so that whenever anything is discovered which throws light on the use of any of the trade-marks it may be put there. In this way much valuable material will be accumulated, which at intervals can be overhauled, the worthless discarded, and the rest marked for identification and filed away.

Unless some such plan is followed of preserving and filing the evidence of adoption and use, which is the only real proof of ownership, trade-mark property will continue to be insecure.



## Antiquarian Covers

**A** SUCCESSFUL COVER PAPER used by the successful advertiser on his catalogs that are proving successful. You need this Text Book—THE BOOK OF ANTIQUARIAN COVERS—need it right now and whenever you are planning any catalog, booklet or folder. It's yours for the asking—a word to your stenographer will bring it to you immediately, express prepaid.

### ADVERTISERS PAPER MILLS

Makers in Holyoke of Fine Printing Papers  
Fifth Avenue Building New York

## THE LONG HARD CHASE THAT BRINGS TO BAY

IT TAKES NEARLY TWO YEARS TO TURN THE AVERAGE "NATCO" TILE INQUIRY INTO AN ORDER, BUT GENERAL ADVERTISING AND SALES SUPPORT DO IT—STORY OF CAMPAIGN PERSISTENCE THAT WON OUT.

*By Charles H. Willard*

A few years ago the National Fire Proofing Company, Pittsburgh, found itself facing the problem: "What can we do to build up business with small consumers when all of the regular methods fail?" It took several years to answer the question with absolute certainty, but the company kept at it and has at length found the solution.

The National Fire Proofing Company has been engaged for a long time in manufacturing hollow terra cotta tile for use in building construction. This tile has gone into large buildings, such as office buildings, factories, schools, public buildings, and so on. In this field "leads" were easily secured. Information of contemplated construction could be obtained in ample time to place bids, the salesman could get into personal touch with the buyer, and orders when received were for large quantities.

For twenty-five years the company confined its efforts strictly to large businesses—strictly, but not contentedly, for it was obvious to every one that too much good business was being passed over.

Here was an ideal material for residences—a material fire-proof, damp-proof, almost indestructible, and cheap enough to compete with wood, brick, stone or cement. Sales for this purpose were certain if only people could in some way become informed about hollow tile.

But that was the obstacle. The market was indefinite. Buyers were widely scattered and difficult to locate at the proper time. Even when they were found it took the salesmen as much time and effort to sell fifty tons of tile to one of them as to sell four thousand to a big building contractor. Naturally enough, there was no enthusiasm

for small business among the sales force.

"Thousands of other manufacturers distribute successfully through dealers; why can't we?" the house then asked itself, and set to work to find out. Attempts were made to interest architects and building contractors in "Natco." The results were meager. Architects would not specify and contractors would not buy the unfamiliar hollow tile, but stood pat on the familiar building materials. This experience did not alter the opinion of the company as to the existence of a latent demand: The field was there beyond any question; time-honored methods had simply failed. The question was: "What next?"

Had the product been soap, or automobiles, or toilet powder, the answer would have been easy—consumer advertising. But would consumer advertising answer for building material? No one had ever tried it; there was no precedent. It was, however, the one path that lay plainly open, and the company at length began to move along it.

The first thing to be done was to settle upon the best kind of tile to advertise. It was seen that it would have been folly to exploit plain hollow tile, for that would mean providing an excellent market for competitors. A special tile for residences was therefore designed. It was trade-marked "Natco." A unique lettering was selected for the trade-mark and it was stamped on every piece of the tile and written large on everything that came from the company's plants.

In choosing the proper medium for advertising "Natco" tiles the company's distribution was considered. The sales force covered the central and eastern portions of the United States; there were a number of co-operating dealers in this section, and there were twenty-six well-located, factories, so that shipments could be made almost anywhere within this territory at reasonable rates.

The conditions seemed to call for general advertising, and so high-grade magazines with strong



Advertisers who commence using *Needlecraft* now—right from the October issue and continue throughout the season, will surely reap the most satisfactory results.

*Needlecraft* is a magazine with no mistakes of the past to overcome—no limitations as to the future—only the best conditions of today to build upon.

It was started with a clean score, a nationwide field, ample capital and extraordinary means for building circulation.

The contents of *Needlecraft* attract and hold the present circulation of 600,000—no prize schemes or clap-trap premium methods.

Advertisers who seek the business of the ready-money buyers will, by using *Needlecraft* permanently fix themselves in the minds of these buyers and reap more than normal returns from the constantly increasing circulation.

Only the cleanest and most reputable advertising will be taken.

*The Vickery & Hill Publishing Co.*

30 N. Dearborn St.  
CHICAGO

Flatiron Building  
NEW YORK

Eastern and Central circulation were selected.

It was deemed wise to go slowly at first, testing each step as made and limiting expenses until a sure footing was secured.

The first advertisements appeared in May, 1907. The immediate results in actual sales were insignificant. In February, 1908, the New York office sold but twenty-five tons of "Natco" tile.

But the inquiries were encouraging, and moreover, the salesmen were waking up to the fact that the residential business was to be allowed to drift no longer. There was enough encouragement at least to show that the company was on the right track.

#### HOW INQUIRIES WERE FOLLOWED UP

The company borrowed a leaf from its former experience and did not waste the time of its salesmen on all the inquiries. When a man wrote in that he had bought a lot and was going to build soon, the house wrote for the name of his architect, sent him a book, and followed it up with a salesman, the object being, of course, to induce the prospective builder of a home to have his architect specify "Natco" tiles in the plans.

As soon as the name of the architect was ascertained he also was followed up by the salesman and converted, if possible, to a preference for "Natco." The building contractor also was followed up in the same way.

Many of these architects and contractors were persons with whom the National company's salesman had not previously come into contact, because of

the fact that they were employed in the construction of homes only, and not the large buildings into which National tiling had gone for many years past. It was largely pioneer work.

The book was sent out by the advertising department from the headquarters in Pittsburgh, and the inquiry referred to the sales office. Here is an example of the way the New York office handled an inquiry:

August 1, 1912.

Mr. R. A. LUDERS,  
Jersey City, N. J.  
Dear Sir:—

We note that you intend to erect a residence at Mahwah, New Jersey, but we are not sure what form of construction you intend to use.

We are desirous of calling your attention to Natco Hollow Tile, and therefore send you under separate cover the 6th edition of our book entitled "Fireproof Houses of Natco Hollow Tile."

Last month we shipped Natco Hollow Tile to Mahwah, N. J., for the erection of Mrs. Winters residence; also for a storehouse alongside the railroad

*This construction is the most modern, the safest from every standpoint of investment as well as occupancy. It eliminates the factor of deterioration.*



He is an unwise builder who builds in ignorance of

## NATCO HOLLOW TILE

**FIREPROOF**—no conflagration can affect it. Damp-proof, sound-proof, because of its chambers of dry air. By reason of this inbuilt blanket of air, cooler in Summer and warmer in Winter than any other construction.

Costs no more than brick-and-wood, stone-and-wood, or concrete. It readily lends itself to the best architectural treatment. A Natco house is uniformly beautiful. The maintenance cost is practically nil.

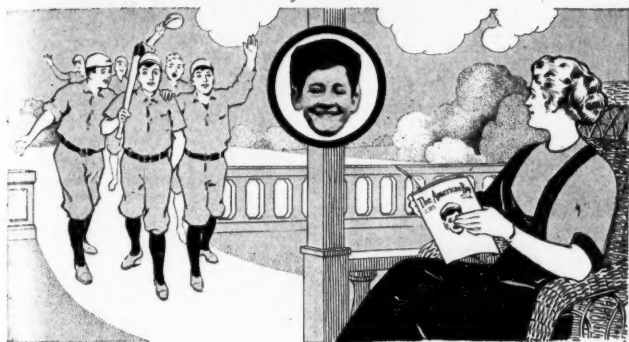
Because of its many unequalled qualities, the leading architects are advocating and specifying Natco Hollow Tile for residences and all moderate size buildings—for their own occupancy and for their clients.

Investigation of Natco Hollow Tile will completely change your building ideas. Let it be *before*, not *after* you build.

Do not fail to obtain and study our extensive 96-page book—"FIRE-PROOF HOUSES." It contains many illustrations of Natco houses, ranging from \$4,000 to \$300,000, showing typical floor plans and giving complete construction details.

**NATIONAL FIRE-PROOFING COMPANY**

Dept. D, PITTSBURGH, PA.      Organized 1889      Offices in all Principal Cities



## Please the Boy —and You Will Have Sold the Parent

When you advertise in a boy magazine you are offering the parent, not a *commodity*, but *pleasure* or *service* for the boy. You are not selling *merchandise*, you are selling *happiness*. And happiness for that boy is the most important thing on earth—to his family.

Win the heart of the *boy*, get *him* to ask for your goods, interest *him*, and you'll have the *family* of that boy, whether *they* want your merchandise or not.

## The American Boy

goes to 200 000 *boy homes*. The quality of its reading matter takes it into the *best* homes in the land. It interests the boy in the really worthwhile happenings of the world to-day, and it carries the best national advertising in print.

Many boys get their earliest idea of advertising from THE AMERICAN BOY. What it teaches them of advertised products they will remember through life.

The average age of AMERICAN BOY readers is 15½ years—the age when boy minds are keenest, and when impressions are engraved deepest.

Record your merchandise there *now*.

### THE SPRAGUE PUBLISHING COMPANY

J. COTNER, JR., Secretary-Treasurer, Detroit, Mich.  
H. M. PORTER, Eastern Mgr., 1170 Broadway, New York



station. Both of these buildings are being erected by Mr. J. Zamboni, of Suffern, N. Y., and we feel sure that he will be glad to give you an estimate for the erection of your house of hollow tile construction.

Mr. J. B. Schultz, of Suffern, N. Y., is also a mason builder who has had experience in hollow tile construction.

We will be pleased to send you any further information if you desire it or to have our representative call upon you.

Yours very truly,  
NATIONAL FIRE PROOFING COMPANY.  
Per H. B. T.

But all of the inquiries were not of such a nature as to necessitate being followed up in person. Many of the writers were only beginning to save up the money for building, others were only beginning to get interested, and others still asked for the literature out of little more than idle curiosity.

So all of the inquiries that did not promise early business were put upon the mail follow-up, some to receive personal handling to see how serious the prospect's intentions might be, others to receive straight form-letter treatment.

For a long time the campaign hung back. The inquiries from the magazine advertising went on increasing, however, and grew faster as the appropriation was increased. Little by little the sales picked up, and then, to its great surprise, the company discovered an all-important fact that explained exactly why the going had been so hard. It was that the character of the business was such that it took almost *two years, on the average, for an inquiry to develop into a sale.*

The few people who had bought their lots and had one foot in the market for building material were almost lost in the crowd of other prospects, in all temperatures of desire. The process of making up one's mind to build is a slow process. Undoubtedly the National literature helped to make up a good many minds.

This period of development once passed, the success of the campaign was assured. The advertising had begun to run in April, 1907. The first sale of the New York office, in February, 1908, was for twenty-five tons. To-day the same office is selling seven thousand or eight thousand tons a month.

#### THE NATURE OF THE COPY

The "Natco" advertising is naturally educational. Strong emphasis is laid on the excellent qualities and low cost of "Natco" hollow tile and the investment advantages of a non-deteriorating construction. The advertisements are largely illustrated with buildings in the course of construction to show prospective buyers just how "Natco" tile is used. Prominent in every advertisement is a picture of the "Natco" block conspicuously stamped with its trademark, while the text calls attention to the fact that to be genuine the tile must bear the word "Natco."

The main purpose of the advertising being, not to produce direct sales, but to secure the names of prospective builders, it was necessary to bait the hook with something very desirable. This is a very handsomely gotten up book of seventy-odd pages, three-color cover and profuse half-tone illustrations. It describes in full the advantages of "Natco" tile, shows a number of pictures of houses costing from four thousand to two hundred thousand dollars, and gives specifications, details of construction and comparative costs of residences built of "Natco" tile and of other materials.

The building contractor and the architect, who form important links in the selling chain, receive a monthly house-organ, *Building Progress*, which gives them the necessary technical information and keeps them in touch with the latest results that are being obtained through the use of "Natco" tile.

The advertisements are being placed in the following magazines: *American, Everybody's, McClure's, Scribner's, Munsey's, Country Life in America, Suburban Life, House Beautiful, Cosmopolitan, Red Book, World's Work, Literary Digest and Craftsman.*

George W. Coleman, president of the Associated Advertising Clubs of America, has appointed T. W. LeQuatte chairman of the committee to pass on the merits of advertising clubs seeking admission to the association. Mr. LeQuatte is the advertising manager of *Successful Farming*.

## To Publishers and Advertising Agents

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The NATIONAL ADVERTISERS to whom PRINTERS' INK appeal are worth your serious attention.

It is easier to sell an advertised article to our readers than to any other class of people.

Every sane business man will admit "It Pays to Advertise." Why then, should it not pay publishers and advertising agents to advertise what *they* have to sell?

When you advertise in PRINTERS' INK, you are appealing to the largest users of advertising in the world.

Is it not worth while to plan a campaign telling what YOU have to sell, and why it should be bought?

If you believe there is a better way than by using PRINTERS' INK, won't you *write to one hundred national advertisers* and ask their advice?

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**Printers' Ink Publishing Co.**  
12 West 31st Street                      New York

**Your salesmen, Mr. Advertiser, go out on the road with their territories well defined, their way to these territories planned with the idea of eliminating waste in time and distance, and with their prospects tabulated. You don't guess about where they go or how—you know. Why not a good policy to follow in your advertising?**

If you want your goods sold East of the Mississippi and North of the Mason and Dixon line, you keep your salesmen in that territory; you don't send them on side trips to Florida or Alaska.

You can confine your advertising to the territory desired by placing it in those publications showing the greatest concentration of circulation in that territory.

The circulation of the American Sunday Magazine may cover two hundred centers in great merchandising zones, and you may want to reach but fifty of these. The way to determine whether we are to be a factor in your advertising campaign is to compare the "available" circulation we offer, at a given cost, with that offered by any other publication. It's the way in which to eliminate waste and increase efficiency.

All this cant about quality, purchasing power, class, is bunk, for of 90,000,000 people in the United States, only 10% have a surplus of \$5,000 and more—the other 90% are spending their incomes.

It's the 90% who spend, which will help you to become one of the 10% with a surplus. It's the 90% upon whom you must count, not the 10%.

The American Sunday Magazine distributes 85% of its circulation in those states in which 86% of the nation's population live, and earn the money to live upon.

Wherever it goes it concentrates a sufficient circulation to create trade and "move the goods."

It will give you nationally a circulation equal to, or greater than any other one publication, and in any selected zone, except the extreme South, Southwest and Pacific Northwest, will provide you with more circulation at a lower cost than any other publication. We will submit conclusive proof of any claim made.

Forms close for October 6th issue, August 25th.  
For October 20th issue, forms close September 7th.

## American Sunday Magazine

*(Now Issued Monthly)*

New York Office  
23 East 26th St.

Chicago Office  
908 Hearst Building

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# The Achievement Number

(October)

of Good Housekeeping Magazine will be the most important and most widely circulated issue in its history.

The editorial section and art work will be of a quality hitherto unattained. They will be featured and advertised as no past issue ever has been.

A complete review by Dr. Wiley of Pure Food conditions will in itself make the number highly important. It will be widely quoted both here and abroad.

New developments in the advertising pages will concentrate inspection by readers and give the section even greater attention value than it now has.

Special bulletins will be sent to every one of the 3,000 Good Housekeeping Stores, forecasting consumer demand for goods using full-page space in this issue. This work is bound to prove extraordinarily valuable in its effect on local advertising, window display and trade coöperation generally.

The advertising in THE ACHIEVEMENT NUMBER is limited rigidly to 150 pages—balancing the reading matter. The space still untaken is going fast. Delayed copy will certainly be returned to advertisers in considerable quantities, as was done last October.

Orders should be placed AT ONCE.

Rate: \$2.00 per line

## Good Housekeeping Magazine

New York

Boston

Washington

Chicago

*The Largest Class Publication in any Field*

## WHEN "HUMAN INTEREST" FAILS TO CONVINCE

EXAGGERATION IN THE HUMAN INTEREST ELEMENT MOST QUICKLY DETECTED—SELF-PRAISE MOST USEFUL AS DATA FOR THE OBITUARY WRITER—HUMAN INTEREST SHOULD AGREE WITH HUMAN EXPERIENCE

*By John P. Wilder.*

The reputation for exaggeration which has been awarded to advertising is not undeserved, as any advertising man will admit, for there was a time when all advertising was exaggeration as a matter of course. Therefore it is the more surprising that many of our front-rank advertisers help intensify that reputation and nail it down by exaggeration in their own advertising copy, and exaggeration of such a kind that it is perfectly apparent to the casual reader. It couldn't be any more apparent if it carried a sign, "This is an exaggeration."

The consuming desire to get "human interest" into the copy is responsible for most of this kind of exaggeration, not the desire to deceive. In fact the man who has the desire to deceive would never use this form of exaggeration, for it deceives nobody.

The solicitor from the fifth rate agency comes to the safety-razor manufacturer with a drawing showing a ballroom full of people. Above in one corner is a disconsolate young man, apparently brooding over some soul-hunt. The headline tells how he missed the ball because he hadn't the particular kind of a razor.

"It doesn't seem quite true to life," objects the manufacturer.

"Ah, but my dear sir, human interest!" exclaims the solicitor. "Human interest, the most potent force the world knows. The picture tells a story which will grip the heart-strings of every young man. Each reader will fill in the picture with details from his own experience. Most of them will have tender memories of some particular dance, and the thought of having missed it will stir them to action. You appeal not to the cold force of reason, but to the swaying power of emotion, which—etc., etc."

*Bunk*, you say? Of course it is bunk, but it is being handed out every day somewhere, to some-

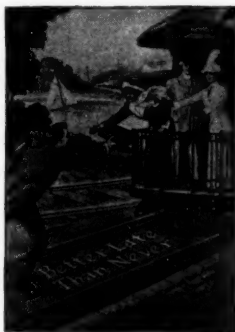
**SYLVAN**

TOILET SOAP  
SIX ODOORS

10 Cents the Cake  
25 Cents the Box

**CERTIFIED  
SOAP**

For the Complexion



**SYLVAN**

TALCUM POWDER  
THREE ODOORS

**SUPERTAR**

Shampoo Soap affords a creamy lather, leaving the skin soft and silky

**AUDITORIUM**

Soap makes the bath more luxurious

Be sure you take them with you  
ARMOUR'S TOILET SOAP AND TALCUM POWDER  
Scented Toilet Soaps  
AT ALL DEALERS  
ARMOUR AND COMPANY  
Box 47, 11th Ave.  
CHICAGO



IS SUCH A PURSUIT PLAUSIBLE?

body. Everybody who has been in charge of an account worth anybody's soliciting knows that. The crimes that are committed in the name of human interest by would-be experts trying to get accounts away from people who are quite capable of handling them would fill several volumes.

But once in a while some of these human interest symphonies

get into print. Whether the regular copy man was away on a vacation and the office boy took a whack at the copy, or the factory superintendent got an idea which *simply must* be embalmed in print, nobody knows. But somehow or other, they get into the papers.

Of course few of them are so ridiculous as the imaginary safety-razor ad, and they wouldn't be worth even a ripple of criticism except for the fact that the strongest impression they carry is that the advertiser doesn't mean what he is saying. The reader knows that *part* of the ad is not true, and what happens to the rest of it is gauged by how seriously the reader regards the lapse from facts or probabilities.

Perhaps the original offender along these lines is J. Pompadour Sidewhiskers, who insists that the whole world is breathlessly interested in seeing his picture, and knowing that he founded the bird-seed industry in '37. The copy usually tells how poor he was in everything except ideals; how he struggled through vicissitude after vicissitude to give the world better bird-seed; how he sacrificed profit to himself in order to attain his ideal of service to mankind, and how at last his twenty-five-cent assortment of parrot food is the most wonderful bargain ever dreamed of. After

reading a panegyric like that the reader naturally and inevitably discounts that ad and all future advertising of the same concern. That sort of fulsome flattery goes all right in an obituary, but even then everybody knows it is overdrawn.

Sometimes it isn't altogether J. Pompadour's fault, though. I have known agencies to keep accounts by insisting upon the im-

portance of the boss to the world in general, and telling him how necessary it is to run his picture once in a while to let the people see "the sterling features of the man who makes the best corn-plaster in the world." The man who won't fall for his own picture in an attitude of command accompanied by the words, "I, Archibald Winningham, unqualifiedly assert that I couldn't make a better wheelbarrow if I tried," is a pretty hard-headed individual. Of course "human interest" is the name given to it, and that term is about as elastic as charity when it comes to covering sins.

Human interest in an ad ought to be plausible both with regard to the product and the readers to

whom the ad is directed. The trouble with the imaginary safety-razor ad above mentioned is that it isn't plausible with regard to the product. The dismal young man might have shaved with any old razor, or gone to a barber shop. No person reading it could imagine himself moping because he didn't have a razor.

In fact, that is the sole purpose of the human interest ad—to get the reader to imagine himself in the situation described. The "just a song at twilight" type of piano ads are designed to make the reader feel how nice it would be to do that himself. The ads of certain accident insurance companies show-

ing the dire consequences of railroad and other wrecks are meant to induce the thought, "What if I had been there?"

Can any reader imagine herself listening to her trusted family physician as he says: "Yes, ladies, as your physician my advice is, eat more butter"? And what is more, imagine herself one of a circle of listeners drinking in the words of wisdom.



### "Eat More Butter"

"Yes, ladies, as your physician, my advice is, eat more butter. Good butter has every merit of the best olive oil and it is a food you enjoy eating."

#### Meadow-Gold Butter

is sweet and pure. Every ounce of cream from which it is made is pasteurized. Its deliciousness comes from taking this rich pasteurized cream and churning it into butter under model conditions, using every precaution that science, skill and money can suggest. There can be but one result. Meadow-Gold Butter is the essence of butter goodness.



A VERY UNLIKELY SITUATION



# A Before and After Story

Something over a year ago we announced that we intended to make *THE COUNTRY GENTLEMAN* a *national* farm publication. We were advised not to do it—told that the farmer's interests were too sectional.

We made it a progressive publication, dealing with the newer, broader, scientific aspects of agriculture, while maintaining its practical value to the local farmer. We were warned against this—told that *all* the farmer wanted was to be shown how to build a fence and set a hen.

We believed that he knew that—and wanted a great deal more.

We gave him more, and are spending \$75,000 a year for the matter.

The answer has been—a three hundred per cent. increase in the circulation of *THE COUNTRY GENTLEMAN*.

Firms—many of them—who have advertised in the publication, both before and since we altered it, testify enthusiastically to its greater pulling power with the prosperous and wide-awake farmer. We should be glad to tell any inquirer more about *THE COUNTRY GENTLEMAN* and its possibilities for him.

**THE CURTIS PUBLISHING COMPANY**  
**PHILADELPHIA**

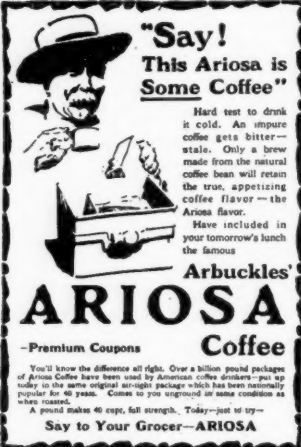
**The Country Gentleman**

**The Ladies' Home Journal**

**The Saturday Evening Post**

Can any young man imagine himself madly sprinting down the track in the wake of the Limited, in the frantic endeavor to restore to mother, wife or sweetheart the precious, forgotten box of — soap? If part of the purpose of those two ads was to *convince*, they surely must have fallen far short.

Contrast for a moment the coffee ad which has human interest of a different calibre. It rings true because it fits the product and it fits the class of readers. It would have been just as easy for the artist to have depicted a party enjoying fifteen-cent Ariosa coffee amid the onyx and palm



**"Say!  
This Ariosa is  
Some Coffee"**

Hard test to drink it cold. An impure coffee gets bitter—stale. Only a brew made from the natural coffee bean will retain the true, appetizing coffee flavor—the Ariosa flavor.

Have included in your tomorrow's lunch the famous

**Arbuckles' ARIOSA Coffee**

—Premium Coupons

You'll know the difference all right. Over a billion pound packages of Ariosa Coffee have been used by American coffee drinkers—put up today in the same original airtight package which has been nationally popular for 40 years. Comes to you unground in same condition as when roasted.

A pound makes 40 cups, full strength. Today—just to try—

**Say to Your Grocer—ARIOSA**

A DISCRIMINATING HANDLING OF HUMAN INTEREST

decked scenes of the swellest hotel. But he refrained, guided by somebody's judgment which said that fifteen-cent coffee is not drunk at the Vanderbilt or the Plaza, neither do those who drink fifteen-cent coffee frequent those places.

Now it wouldn't make so much difference whether the human interest in the ads were genuine or not, if it weren't for the fact that every reader instantly and instinctively knows that it rings true or that it doesn't. The young

man chasing the observation platform with the soap might just as well bear a placard on his back proclaiming himself a fraud. Everybody knows that the value that picture ascribes to the soap is a false value, consequently the assumption is that the same thing applies to the rest of the ad.

Hasn't the time gone by in advertising when it is necessary to resort to the devices of the eighties in the era of the advertising "card"? Human interest is a fine thing, a necessary thing, a thing advertising would be infinitely poorer without, but it is necessary to make it conform somewhat to human experience.

#### PURE FOOD LAW AMENDED

The pure food law has been amended by the House so as to relieve packers of foodstuffs from the existing rigid enforcement of that section of the law providing penalties for misleading statements concerning the exact contents and weight of packages.

The amendment would grant to shippers "reasonable variations" from the printed label whenever natural causes or general inability to make every package exactly alike were proved to the satisfaction of the Government inspectors and officials.

#### ATKINSON MADE VICE-PRESIDENT

Announcement has just been made of the appointment of J. Fred Atkinson as vice-president and general manager of the E. T. Howard Advertising Agency, New York. Until his connection with the E. T. Howard Advertising Agency, Mr. Atkinson was a member of the staff of the George Batten Company, and previous to that was connected with N. W. Ayer & Son.

#### CAPPER NOMINATED FOR GOVERNOR

Arthur Capper, the Topeka publisher, was nominated by the Republicans of Kansas at the primary on August 6 by nearly 50,000 majority, which is the largest majority ever given a candidate for governor in the primary in that state. Mr. Capper carried 104 counties, losing only one county, which was the home of his opponent. His friends are confidently expecting his election.

#### "EVERY WOMAN'S MAGAZINE" FAILS

Judge Holt, of the United States Court, has appointed Effingham N. Dodge receiver for *Every Woman's Magazine*, of New York. The assets of the publication are said to consist of machinery and fixtures worth \$500 and a subscription list.

# A Better Idea for Your Advertising— “Selective Circulation”

How many opinions are there respecting things about advertising? Heaven only knows!

What are we all agreed on?

*The elimination of waste!*

This is a method for eliminating waste for manufacturers of machinery and kindred lines:

The Hill Publishing Co. publishes the leading paper in each of the five most important engineering industries.

Each industry is a tremendous consumer of machinery.

The total circulation of these papers is 91,750.

Select from that total just the circulation that represents possible buyers of your goods.

*That is “Selective Circulation.”*

Compare these highly specialized circulations with the circulation of the ordinary “Mother Hubbard” paper—which covers everything and touches nothing.

Imagine the waste for any manufacturer of anything outside a product of universal uses.

Tom, Dick, Harry and the three Graces all subscribe to it—only a very small percentage of them is worth while to the maker of any specialty.

But with *this* system of *Selective Circulation* you may pick the possible buyers of your product, pay for that circulation and none other and thus reduce “waste” to its lowest possible proportions.

*Details?*

**Hill Publishing Co.**

505 Pearl Street

New York City

**T**HE five engineering weeklies of the Hill Publishing Co. are:

*The Engineering and Mining Journal* (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

*Engineering News* (1874)

The Standard Paper of Civil Engineering. Circulation 19,000.

*American Machinist* (1877)

Devoted to the Work of Machinery Construction. Circulation 25,000.

*Power* (1880)

Devoted to the Generation and Transmission of Power. Circulation 29,500.

*Coal Age* (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 8,250.

## THE COMPLETED SALE AND HOW TO MAKE IT

NEITHER THE PRODUCING END, THE SALESMAN OR THE ADVERTISING SELLS THE GOODS—ADVERTISER SHOWS HOW "SERVICE" IS THE REAL SALESMAN—THE INTERDEPENDENCE OF ALL BRANCHES OF AN ORGANIZATION A CONDITION MADE NECESSARY BY COMPETITION—ADDRESS AT TOLEDO

*By G. W. Bennett,*

Vice President, the Willys-Overland Co.  
Toledo.

Competition makes it necessary that every successful product must be up to date; that it must embody most of the attractive features of its competitors, and in some surpass them.

The knowledge necessary to produce a product such as this cannot be obtained by the productive department alone. Their vision is necessarily limited by their factory walls; their opportunities for observation by the limited areas they travel, and, above all, they seldom have an opportunity of hearing the criticisms or the commendations of the public who buy that product, and when they do have that opportunity, the criticism is ridiculed as coming from a non-professional.

Until a very few years ago this, as I have said, was not the case: the productive end made the goods to the best of its ability on the standards as it saw them, practically regardless of public opinion. A salesman was looked upon by the productive department as a necessary evil—an opinion partly right by reason of the salesman's methods. The salesman looked upon the productive department as the millstone that prevented him from winning his race—and he was almost right. With the days of keen competition this condition necessarily had to change, and both departments, in turn, had to change their views and their methods.

Inherently antagonistic as the two departments were for years, it involved the employment of a diplomat, whom we now call the

business manager. It became his duty to find, first, what the public wanted; second, if the factory could produce it; third, if his salesmen could sell it, and last, but not least, if the three operations could be performed at a profit. It generated a tolerance not before in evidence between those two departments, and recent business history is the best evidence of the success of that association. The closeness of the association may be gauged by the success of the business, and when a conspicuous success, shown by a steady increase of product, is visible, it is assumptive evidence that the business has, to use an Irishism, first been departmentized and then unified.

There are of course three elements to every sale—the manufacturer, the seller, and the buyer. One cannot exist without the other, and each one's success depends upon the co-operation of the other two.

### ADVERTISING DEPARTMENT THE CONNECTING LINK

The advertising department is naturally a component of the selling force, and its interconnection with the selling force and the productive end must be as close as those units themselves. Its association with the productive department is one of the new developments, but it is just as essential and necessary as its relationship to the sales. The copywriter often labors under the same deteriorating influences as the productive end, inasmuch as he does not come in contact with the actual purchaser; he does not know competitive products as the salesman knows them, and his arguments, consequently, lack force, are often illogical, and less than fifty per cent attractive. The pretty pictures of a few years ago will no longer sell goods to a public that is becoming daily more discriminating—the buyer knows what a product looks like, but he wants to know now what it will do, and how much better it is than that of another manufacturer. To state this concisely and attractively in the limited space afforded by the ordinary

# A Famous Quality Food Advertiser's Results in Brooklyn

Says Printers' Ink (article on "Getting the Higher Priced Goods Across," July 25th) :

"...But the New York grocer is equally certain that his customers won't be living in the same place next year. His customers are a race of flat dwellers who move every six months or a year."

At the end of the same article, Alfred W. McCann, advertising manager of Francis H. Leggett & Co., makers of the famous Premier pure food goods, says—and the words speak straight as an arrow to the point:

**"Three years ago we were sending three trucks a day to Brooklyn. Now we are sending nine a day."**

Of course, the road to this increase was via advertising in the Brooklyn newspapers. Mr. McCann went over the Brooklyn newspaper situation most carefully—he actually made, at his own expense, a five-weeks' house-to-house canvass of Brooklyn, visiting over 3,000 homes.

"The figures," said Mr. McCann, "showed such a surprising situation to us that our intention of cutting down our advertising in Brooklyn and devoting the money saved thereby to the New York papers, has been 'buried in a hole.'"

The goods sold by this advertiser sell only to those who care especially for purity and quality—to people such as Brooklyn abounds in. These people are in real homes, with all the complete needs of real homes, and with all those solid social and community interests which make it certain that they demand and read good home newspapers—Brooklyn newspapers.

Do you want to sell nine trucks a day in Brooklyn? The same road is open to you. If you have a good article and are looking for intelligent appreciation, you need Brooklyn and Brooklyn newspaper advertising.

If you are skeptical, do some investigation of your own, as the Premier people did. But do something—the Brooklyn situation deserves the most serious marketing study you can make.

*Brooklyn Freie Presse*

*Brooklyn Daily Times*  
*Brooklyn Citizen*

*Brooklyn Daily Eagle*  
*Brooklyn Standard Union*

advertisement entails an intimate acquaintance with the product and the demand—a demand that may change in a night. The public is tired of platitudes and insists upon being shown.

But few products, and those are familiar to all of us, can exist and prosper with the bare mention of their names, and those are mostly household products in daily use, where it is necessary only to keep the name before the public. It should be borne in mind that I am speaking more or less—perhaps more—of the product with which I am associated, but I think the principles involved are so general that they can with but slight alteration be applied to practically any product except the most common of household necessities.

#### ADVERTISING NOT A "SALESMAN"

Advertising is generally, and half correctly, admitted to be only a silent salesman. I think it has been misnamed when the word "salesman" is applied to it, as the best that can be expected of an attractive and forceful advertisement is to excite an interest that will induce further inquiry. I have known of cases where it has been stated that an advertisement sold our product, but close investigation has always shown that there has been a previous knowledge of the product through earlier advertising—either in the press or from the commendations of an owner—the latter the most intensified form of advertising known. It is admittedly impossible for any form of advertising to reach all the possible buyers of any product, particularly in rural districts, and since what may fairly be called rural districts predominate, it is possible to reach only a part of the buyers through the magazines or daily or farm papers. It leaves then the personal recommendation of one individual to another to excite the interest that induces the second individual to buy.

That recommendation or criticism, as the case may be, either makes or loses the sale. If the

product has been satisfactory it makes one; if the product has been satisfactory and the subsequent service poor, it leaves it doubtful; but if both the product and the service have been satisfactory that sale makes not only one but many, and particularly, as I say, in the rural districts.

It is this "service" or interest in a product already sold, that best exemplifies the completed sale. Perhaps in no other merchandise than that in which I am interested is the subsequent "service," as it is technically termed, so complete. It is as vital a part of departmental work as the actual sale, involving the employment of high-grade men of exceptional ability, who must be as wise as Solomon, as patient as Job, and sufficiently diplomatic to keep the complainant satisfied without bankrupting the employer. This service follows the product through successive ownerships in the endeavor to make what may, generically speaking, be called a completed sale, even though the manufacturer makes but one profit on the many transactions. This "service," it must be remembered, is an expense at all times, and might reasonably be classified as an advertising expense. It is absolutely necessary, however, if continued individual recommendation is desired.

#### REASON-WHY COPY SUCCESSFUL BECAUSE A NOVELTY

The advertising copy a few years ago dubbed "reason-why" copy was, I think, successful in great part from its novelty, and not from any inherent virtues it possessed. It was different, and the public like things different. Competition was not then as keen as it is now, and I firmly believe that comparisons, rather than reasons-why, are the selling factors of to-day. The public naturally likes to get the most for its money, other things being equal, but with it all it has a keen sense of serviceability, and it is no longer possible to sell something that looks right and that is not serviceable.

## When You Take Up Philadelphia—Remember That It Is a "City Of Homes,"

as opposed to flats, hotels, clubs or boarding houses, that the home appeal should be injected in your copy—and that you can reach this ready market, **at one cost**, through

### The Philadelphia Bulletin

Philadelphians have known and believed in "The Bulletin" for years—advertisers have found it the medium that pays—and used it regularly.

If Philadelphia is not yet on your list, and you are a national advertiser, by concentrating in "The Bulletin" you can locate a market that is well worth all the effort you expend.

If you "want Philadelphia" you need "The Bulletin."

#### July Circulation

**269,570** Copies  
a day

"The Bulletin's" circulation figures are net—all damaged, unsold, free and returned copies have been omitted.

**WILLIAM L. McLEAN, Publisher.**  
**CITY HALL SQUARE, PHILADELPHIA.**

CHICAGO OFFICE—

J. E. Verree,  
Steger Building.

NEW YORK OFFICE

Dan A. Carroll,  
Tribune Building.



It used to be said that a salesman had to be born, but I believe to-day that at least a fairly successful salesman can be made, though perhaps not in the correspondence school.

A salesman is not in the enviable position of his factory, which deals at all times with practically known conditions. With material, machinery, men and money any factory can produce—its conditions are known at all times, as they are purely physical, and its plans may be formulated months in advance.

Selling, on the other hand, is on an entirely different basis. The salesman has no set conditions to contend with—the weather, the fickleness of the public, the condition of the crops, tightness of the money market, all bear heavily on the sales and are conditions that cannot be foreseen or forestalled. All of these facts are unknown to the productive department. It follows therefore that a successful salesman must be an unusual judge of human nature, a close analyst of conditions, fertile in ideas, and possessed of an extreme adaptability to circumstances. His wits must be working all the time, though seldom twice in the same channel.

As I have previously said, the closeness of the connection between the wide-awake salesman and the productive department is in evidence always (and I say this advisedly) by the success of the product. *It is impossible for the manufacturing department to produce up-to-date salable merchandise without the advice of the salesman.* This is recognized by every live manufacturer, and is revolutionary when compared with the business conditions of a few years ago. Nor is this closeness of association confined to the producing and selling departments alone. The successful manufacturer, or his responsible executive, must be equally familiar with both departments. He must often be the arbiter of fashion, of design or manufacture, and as a corollary he must of necessity, to be

successful, be well informed. The development of that departmental association carried through into details has shown unforeseen advantages. It has in some well known instances welded together the somewhat incongruous elements of an organization into a homogeneous, vigorous community, whose loyalty to their superiors is as unquestioned as it is conspicuous, and this not at the expense, or by the submergence, of the individual, but by the development of his individuality, and of that spirit of co-operation inherent in every right-thinking human.

#### WHO MAKES THE SALE?

It will be seen that I do not believe a sale can be made by one man, that is to say, that no individual can claim credit for himself having made a sale. The final result of every sale has its inception in the factory, and every minute's work on the product in the factory has just as much bearing on the ultimate sale as the salesman himself. We are living in an age of concentration, not only of money, but of effort. Prices on manufactured goods have decreased year by year, and the successful manufacturer has had to decrease his manufacturing and selling costs accordingly. To do this every element was utilized, every effort of men and machine simplified and concentrated. This necessity brought forth different methods in manufacturing, advertising and selling.

It would be hazardous to say that we are at the end of this evolution—the probability is that we are not, and that in the next generation their methods will show as much improvement as ours over our forebears. Each institution may well be likened to a wheel in which each department head is a spoke. A spoke may be broken or injured, but it can be replaced or repaired—the wheel will still go on, but at all times its maximum strength is only that of its weakest spoke.

In the last analysis the completed sale is in evidence on the balance sheet of the producer,

and nowhere else. This seems like stretching one's imagination somewhat, but it is nevertheless a fact. Advertising alone will not sell goods, the productive department cannot sell them, and the salesman cannot sell them without the other two, and all three cannot be successful without the co-operation and close interchange of ideas and efforts. A successful product, which may reasonably be classed as a series of completed sales, has a momentum that will carry it over short periods of depression—perhaps error—but it is not advertising, it is not the salesman, that gives it that momentum.

It is the individual recommendation I referred to previously: the merits of the product as explained by one individual to another—the most valuable testimony possible.

A few years ago a sale would have been called completed by exchange of product for money. To-day that is merely a preliminary. A sale is never completed

so long as the manufacturer has regard for his product. Subsequent service merely accentuates previous advertising, and so long as the product remains satisfactory, and the service good a sale is never completed, and, reiterating, the net result, success or failure, is in evidence wholly and solely in the profit and loss account of the manufacturer at the end of each fiscal year.

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NEAL VICE-PRESIDENT OF  
FOWLER-SIMPSON

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On August 1st Jesse H. Neal, of St. Paul, Minn., became vice-president of the Fowler-Simpson Company, of Cleveland.

For the past seven years Mr. Neal has been in charge of sales and advertising with the St. Paul Roofing, Cornice and Ornament Company, and with the Metal Shelter Company, an allied concern.

Mr. Neal has always had an important part and been one of the chief factors in the celebrated Town Criers' Club of St. Paul. In 1909-10 he was president of that club. As a lecturer to various advertising clubs he is well known. He made an extended trip through the South last winter addressing many prominent advertising clubs.

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**The  
George L. Dyer Company  
42 Broadway  
New York**



**Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel**

## SELLING PLANS THAT HAVE CAPTURED THE FAN

HOW SOME MANUFACTURERS HAVE NOT ONLY PUT THE BASEBALL FLAVOR IN THEIR COPY BUT HAVE DEvised SUCCESSFUL PLANS TO HITCH THEIR MERCHANDISING TO THE INTEREST IN THE NATIONAL GAME—BULL DURHAM TOBACCO HAS BEEN THE MOST IN-GENIOUSLY PROMOTED—SAMPLING THAT HAS BEEN SUCCESSFULLY CARRIED ON THROUGH PRIZES.

In the fall of 1910 an agent of the firm making "Bull Durham" smoking tobacco requested that he be allowed, at a satisfactory rate, to erect a long, comparatively low sign a few feet in front of the Philadelphia American League grand stand, about half way between home plate and first base. The explanation was that the tobacco men wanted to take advantage of the world's series with Chicago which was approaching.

The baseball people asked a good stiff rate for this unusual position, and doubtless wondered that the offer was snapped up so quickly. For notwithstanding that part of the multitude could see only the back of the board, the sign was speedily erected and, through the games, stood facing only part of the spectators.

But the shrewdness of the tobacco men was apparent when, in due season, moving pictures of the games were presented all over the country. In the middle foreground, so plain that hundreds and thousands of Americans who had not attended the games could easily read it, snuggled the Bull Durham sign. It was this moving-picture publicity the shrewd "Bull Durham" planners were arranging for. It was "preferred space" of the fanciest kind.

The manufacturers of this brand of tobacco have gone further than any other advertiser in trying to make capital out of the universal love of baseball. Many other advertisers have dab-

bled at the fan, seemingly in the spirit of conceding his desirability as an audience for his advertising, but evidently rather vague-minded as to how to do it effectively.

There are probably over ten million, more or less, active baseball fans in the country. There are several million more who follow the game with eagerness through the newspapers. The manner in which "Bull Durham" has been exploited—not only advertised, but also merchandised—through the players and the spectators has been ingenious and doubtless profitable.

In the first stages of the campaign "Bull Durham" appeared on the fences of ball parks in about the same manner as other products are bulletined. The advertisers knew that fans smoke and read signs but it was thought more intensive work was needed. The big desire was to make the advertising distinctive.

One day a baseball enthusiast walked into the offices of the American Tobacco Company and asked why the manufacturers did not make a cut-out sign, bearing the familiar bull, and stand it up in the playing field just like ordinary cattle stand in a real pasture. The tobacco people recognized in this suggestion the very idea they were after. In a short time exclusive contracts were made with several baseball clubs. The agreements provided that the "Bull Durham" signs could stand within 300 feet of the home plates. This was just outside the ordinary limits of a fielder's activity. Here was the quality of distinctiveness for which the "Bull Durham" people had been groping.

While the players at a particular park were warming up for one of the early games of 1909, a ball was driven with sufficient force to hit one of the big bull cut-outs before the fly touched the ground. One of the players wrote to the "Bull Durham" Tobacco Company and asked why "hitting the bull" could not be made some object for the players. Before long, an offer of \$50 in cash was made to all players

(Continued on page 32)

# The Chicago Examiner

Will Donate to Charity

**\$5,000.00**

If the Chicago Tribune will prove the Truth of its Recent Statements:

1. That its circulation in Chicago is greater than the combined circulation of all the other morning papers in the same territory.
2. That its Sunday circulation in Chicago is greater than the combined circulation of all the other Sunday papers in the same territory.

These Statements are Ridiculous Misrepresentations—as any Newspaper Directory will show—and Are Made With But One Possible Purpose:

**To Deceive the Advertiser.**

The Tribune Has Made Many Feeble Boasts But Never Proved One of Them.

**Will It Accept This  
Challenge to Show Its Books?**

**CHICAGO EXAMINER**

# The CLEVELAND Daily

now has close to 140,000

We have of course some circulation beyond the 100 mile radius.



## CLEVELAND LEADER

*Now  
First in  
Cleveland*

# ail LEADER and NEWS

140,000 circulation per day

Here is where your advertising goes, when using the columns of the

## Cleveland Leader and News

This map shows its distribution. Each of the black dots represents a settlement of homes receiving twenty-five or more copies per day. Note the concentrated circulation of the LEADER and NEWS within twenty-five miles of Greater Cleveland.

It includes MORE per thousand of QUALITY CIRCULATION THAN ANY OTHER CLEVELAND PAPER CAN SHOW.

And then even to a distance of from 80 to 100 miles from Cleveland, THE LEADER AND NEWS not only reaches close to 140,000 homes each day, but our circulation is growing rapidly.

Cleveland is America's SIXTH CITY in point of population, and now you can reach more homes in Cleveland and its territory than could ever be reached before, IF you advertise in the

## LEADER AND NEWS

*Laue Beane* INC.

In Charge of Foreign Advertising  
BOSTON

NEW YORK

CHICAGO

who, in regularly scheduled games, succeeded in "hitting the bull" with a fairly batted fly ball. The tobacco company went farther and offered seventy-two five-cent packages of "Bull Durham" to all players who made home runs on grounds where the company's signs were located.

Each offer had an advertising string to it. Whenever a player "hit the bull," an official scorer filled out a certificate which had been provided by the tobacco company. This was sent to the home offices of the concern. Upon receipt of a properly filled out blank, the club and player were advised as to when the \$50 would be forthcoming. Meanwhile the check was electrotyped and a plate was sent to the newspapers of that town in which the money was to be presented. On the appointed day, the player stepped to the plate and a "Bull Durham" representative handed over the check before the eyes of admiring fans.

In this way, the player's interest was spread to the fans, who unconsciously drummed "Bull Durham" into their minds as they applauded the players. Close to \$12,000 was thus given away by the tobacco company last year, so it can be seen that the interest in the goods which extended over the whole season, was of large proportions.

#### A CLEVER SAMPLING DEVICE

To those players making home runs, certificates were presented by attaches of the parks. The slips of paper, entitling a player to seventy-two sacks of the tobacco, were furnished by the manufacturers. The certificates formed the back bone of what in reality was a sampling operation in which the players distributed the goods. Care was taken to keep the players interested in the home run prize. With the "hit the bull" plan, the interest could continue over several weeks on account of the \$50, and the newspaper publicity. With the home run prize it was different. Only for a day or so was it possible to maintain the interest. This was

due mainly to the frequency with which the players moved from one town to another. It was the home run prize, however, which came the closer to real merchandising. When a certificate for the sample sacks was given to a player it contained the name of a local tobacconist. In order to get the package it was necessary for the player to present himself at the store indicated on the certificate. The dealer liked this idea because he always wanted ball players in his place. The players did not mind because they are always out to get what they think is coming to them. When a player received his seventy-two packages, he generally passed out a generous number to bystanders. The remainder usually went to friends because the ball player isn't expected to smoke much during the season. Last year about 300,000 sacks of "Bull Durham" were distributed by ball players in the manner just outlined.

Interest created by the prizes and sampling has been utilized in magazine advertising. Early in the spring, page copy was run just previous to the opening of the April games. These advertisements started off by telling how baseball and "Bull Durham" had obtained a foothold with the public at about the same time. In a seemingly off-hand manner, readers were reminded of the \$12,000 in cash which was given to players during 1911. References were made to the sampling done by home run hitters.

All along there have been a few manufacturers making serious attempts to get down to the real market behind the fan. A chain of hat stores for some time maintained a large clock at one of the New York parks. This undoubtedly was seen by nearly every fan, who visited the park, but the man behind the stores said the other day that he had never made any attempt to link this attention value with the concrete problem of selling more hats. One time a hatter made a real hit with the public by giving away oil cloth head coverings to



the drenched spectators at a football game. By this act, the hatter obtained the good will of a large crowd. Men in the university city, who never had thought of buying hats from the resourceful hatter, began to make visits to his store. The generosity of the dealer in this case did not cost much. It goes to show how a clever move will furnish just the stimulus necessary to turn buyers in the direction of a seller.

The steamship company which gave a round-trip to Bermuda to the leading batters of the big leagues one season, confesses that it did not awaken interest in many fans although the players were interested. It is doubtful if extensive sales have been made because automobiles of particular kinds have been presented to leading baseball players. To reach the market behind the fan a product should be reasonable in price and somewhat more of a staple than are steamship trips or automobiles. Something like gum, a soft, comfortable collar, pop, sunburn lotion, throat tablet or kindred merchandise could be taken to the fans by using the widespread interest in baseball as a point of contact.

♦♦♦♦♦  
WANTS CIRCULATION DATA  
PUBLISHED

THE INTERSTATE GROCER  
EAST ST. LOUIS, August 5.

Editor of PRINTERS' INK:

We are communicating with the Post-office Department regarding its recent move to ascertain the circulation of papers throughout this country, and also to learn of the paid circulation, as well as the copies going to subscribers more than a year in arrears.

The *Interstate Grocer* is interested in honest circulation and has suggested to the Department that a book be published giving accurate information regarding circulation. As one of the leading exponents of advertising, why do not you advocate publication of the data obtained by the Post-office Department regarding the circulation of these publications? It certainly would appeal to the advertiser, who is entitled to know the actual circulation. It may not, of course, be practical for daily papers and some other publications, but for journals that are sent entirely through the mail the information would be worth a good deal to the advertiser, as showing the actual conditions.

GEO. J. SCHULTE,  
General Manager.

## "What Happened To Mary?"

This phrase is on everybody's tongue. It is the universal question of the day.

The Ladies' World is responsible for it. It is the title of a big editorial feature in *The Ladies' World*.

Read it month by month.

Already its effect on our circulation is amazing.

THE  
LADIES' WORLD  
NEW YORK

## AMERICAN TOBACCO ACCOUNT CHANGES HANDS

ADVERTISER NO LONGER WILLING TO PAY FULL FIFTEEN PER CENT. COMMISSION — PRESIDENT HILL ANNOUNCES THAT HE DOES NOT FEEL JUSTIFIED IN PAYING MORE THAN TEN PER CENT. TO AN AGENT, SO FRANK SEAMAN, INC., RELINQUISHES THE ACCOUNT

The large and important account of The American Tobacco Company will no longer be handled by Frank Seaman, Inc. The Frank Presbrey Company has secured the account.

It is estimated that the amount of money spent by the tobacco people in various ways charged as advertising, runs up to nearly \$2,000,000. Of this about half a million dollars has passed through the hands of the Seaman agency. The reason for the account going into new hands is in no sense discreditable to the agency. It has been charging fifteen per cent. commission, and Mr. Seaman claims that the business cannot be profitably handled on a smaller margin.

Percival S. Hill, president of the American Tobacco Company, on the other hand, states that he "does not feel justified" in paying an agent more than ten per cent. in the future. That there are plenty of agencies which would be glad to accept the account on this basis is unquestioned.

The Seaman agency has handled the tobacco business for the past two and a half years, or ever since the Hampton Advertising Company was succeeded by Biggs, Young, Shone Company, which latter agency shortly afterward assigned to William F. Holmes.

As announced a few weeks ago in *PRINTERS' INK*, Benjamin B. Hampton, former head of the Hampton Agency and former publisher of *Hampton's Magazine*, now has a desk in the offices of the American Tobacco Company. Some persons surmised that this move might be

followed by the decision of the tobacco company to place its business direct, particularly in view of the request made last March that publishers should consent to receive the advertiser's own checks for the net amount, and that the agency should bill the advertiser separately for the "usual fifteen per cent commission." The following correspondence gives both sides of a situation, which is, and will continue to be, of exceptional interest to the advertising world.

August 3, 1912

Mr. P. S. HILL, President,  
The American Tobacco Co.,  
111 Fifth Avenue, New York.

My dear Mr. Hill:

Was very glad to learn from your messenger last evening that you unreservedly withdrew the first three of the four conditions under which you desire to have the advertising of the American Tobacco Company handled in the future.

As to the fourth—the reasons as explained by one of your brand managers for reducing the agent's commission from fifteen to ten per cent would, from a financial standpoint, be more advantageous to us. It is pointed out that we would be relieved of all the responsibility and practically all the work in connection with your brand managers, in originating ideas, preparing plans and estimates, that it would save the time of six or seven of our most capable, experienced and highest salaried men, such as Messrs. Newell, Black, Emmett, Harris, Hine, etc., who have been devoting their time and thought either in collaboration with your brand managers, or in directing your work in our organization. But it is undoubtedly this superior service of ours that has won the repeated assertion by your people that your account had never before been so well and so satisfactorily handled. We cannot furnish such successful service at less than fifteen per cent and make a living profit, and we are confident, on the other hand, that the division of this service by which you would furnish this most important part will not be so successful or so satisfactory to you, and that consequently, it would be unsatisfactory to us, however more profitable it might be to us from a financial standpoint.

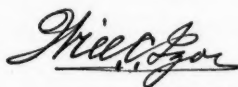
It would be unsatisfactory to us because it would fail in our first aim to give the highest service to the client we represent, and because it would reflect on the high character we have set ourselves to maintain for our organization. We feel this so strongly—we are so certain that our own reputation would be injured by the result—that if you still desire to try out the system of a reduced service, we should prefer that you do so through another agent.

We cannot believe that the saving of five per cent as against the possibility of reduced effectiveness in your cam-

# May Manton Fashions in To-day's

are the "clothes architects" for 800,000 subscribers. A fashion is only a "ground plan"—it takes many things to make a gown.

November issue, new size—800-line page—September 5th, closing date.



*Advertising Manager*

CHARLES DORR  
6 Beacon Street, Boston

HOWSE & LITTLE CO.  
People's Gas Building, Chicago



During the first seven months of 1912

## The Syracuse Evening Journal

carried one hundred and thirty thousand and thirty-three (130,033) inches of local advertising and thirty-three thousand four hundred and five (33,405) inches of foreign advertising, a total of one hundred and sixty-three thousand four hundred and thirty-eight (163,438) inches, or 2,288,132 agate lines.

This is 11% more total and 34% more foreign advertising than was carried during that period by its esteemed afternoon contemporary, and, to the wise man, indicates most clearly how the newspaper situation now stands in Syracuse.

Syracuse has three splendid newspapers, it is a large and important city; that the SYRACUSE EVENING JOURNAL has climbed to front rank among them does not surprise those who have kept in touch with the situation during the past five years.

THE JOHN BUDD COMPANY

*Advertising Representatives*

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

paigns will finally appeal to you as justifying this dangerous change of plan.

Our relations with you have always been so pleasant, we have so many reasons for valuing the courteous appreciation you have always shown for our efforts in your behalf that we can assure you of our reluctance to reach this conclusion, and to view the possibility of a severance in our successful relations.

Very truly yours,

FRANK SEAMAN, INCORPORATED  
FRANK SEAMAN, President

THE AMERICAN TOBACCO COMPANY  
111 Fifth Ave., New York.  
August 5, 1912.

MR. FRANK SEAMAN,  
Frank Seaman, Inc.,  
30 W. 33rd St.,  
New York City.

My dear Mr. Seaman:

Answering your esteemed favor of the 3rd:

As I stated to you in our recent conference, I do not feel that we are justified in paying more than 10 per cent commission for having our advertising handled. As your letter clearly sets forth your conclusion to decline the business on this basis, we will arrange with another agency at once.

Permit me to take this opportunity to thank you and your agency staff for your faithful, intelligent service.

Yours very truly,

(Signed) PERCIVAL J. HILL,  
President.

### WHY ALL SHOULD WORK TOGETHER

Trade associations have made possible the bringing together of conflicting elements, where these subjects which are so vital to our individual prosperity may be discussed in a most friendly and impartial way, wholly for the purpose of benefiting all alike. It is really remarkable sitting in one of these trade conventions to note the interest that each takes in the welfare of his competitor, and the co-operative effort that is exerted for the betterment of general trade conditions. Each is apparently most anxious to contribute something gained through his own experience that will make for the general good. We have learned that co-operation is the pass-word to success—not necessarily in the maintenance of prices, but co-operation in establishing more cordial relations; co-operation in discarding that which is harmful and developing that which is good, co-operation in developing friendships, and eliminating strife, co-operation in establishing those higher ideals which are so essential to the general welfare and permanent success.

It is most pleasing to note that the manufacturers are also included in this national movement for co-operative effort. As the movement gains force, and purposes are better understood, members will increase more rapidly, and collectively we will exert a most potent effort in establishing and maintaining an era of long-continued prosperity.—W. M. Pattison in the "Dodge Idea."

## THE PRICE-CUTTING CRAZE

The public are accustomed to looking upon the druggist as a freak business man, some one who should respond readily to every call made upon him at no matter what hour, but to whom money or recompense is quite immaterial. The druggist has brought this condition about. He has been too self-sacrificing, too self-abasing to assert his rights, and has accepted crumbs when he should have had the best the table afforded.

How long will this continue? Just so long as the druggist fails to do business on business principles and demand a proportionate profit for his goods as does his neighbor, the grocer and butcher. Follow the tactics of the grocer and keep only those goods which give a fair profit, let the only cutting you do be the cutting out of unprofitable goods and join the procession of those merchants who are taking full advantage of the present high cost of living.

We have before us two newspaper clippings sent by readers—one from Toronto, another from Telkwa. Everybody knows what the cut-rate stores are doing to the druggist in Toronto, but in Telkwa we find McArthur's Emporium advertising a month's cut-prices as follows: Carter's pills, 15 cents; carbolic salve, 10 cents; belladonna plasters, 10 cents; syrup of figs, 50-cent size 40 cents; syrup of hypophosphites, 81; Minard's liniment, 20 cents; Garfield tea, 20 cents; Chase's kidney and liver pills, 20 cents.

Now why that misdirected person living in Bulkley Valley, the wilderness of Northern British Columbia, has cut the life out of the goods in this fashion a wiser than Solomon is needed to tell, for a leopard cannot change his spots, neither can a cutter, evidently, refrain from cutting under the impression that he is just a trifle smarter business man than he who declares for a living profit on all goods—price restriction and trade restriction.—*The British Pharmaceutical Record.*

## LOOK FOR THE MISTAKES

"I find that most business men when they visit other establishments in their own or a similar line, keep their eyes open for things to copy," said the owner and manager of a large factory in the Middle West. "When I go around, however, I look for their mistakes, and then avoid the same ones in my own place. In this way I believe that I can keep ahead of the game, because I keep away from imitating."

"I believe that so long as you are looking to the other fellow for inspiration, you are a follower, not a leader. If you would lead, you must break away from the beaten track—be a pioneer. Look to the other man to profit by his mistakes—but not to do your thinking for you."—*System.*

William J. Ellis has resigned as advertising manager of the Schwab Clothing Company, St. Louis.

## Privilege

It is a privilege  
to read *The  
Woman's Home  
Companion.*

It is a  
privilege to  
advertise in it.  
The publisher  
considers  
carefully how  
this privilege  
shall be  
extended.

# THE KNICKERBOCKER PRESS

TROY

ALBANY

SCHENECTADY

## Association of American Advertisers

No. 340 Whitehall Building, New York City

### Examiner's Report on

## THE KNICKERBOCKER PRESS (Morning)

ALBANY, N. Y.

From July 1, 1911, to June 30, 1912. Examined July 12-Aug. 1, 1912.

Paid	(Average)	Unpaid	(Average)
City Carriers.....	752	City Complimentary..	15
Newsdealers .....	7579	Advertisers and Agents	195
Street Sales.....	1402	Sample Copies (City)..	90
Special Sales.....	12		
Total City Paid....	9745	Total City Unpaid..	300
Outside Agents.....	6467	Complimentary by Mail	209
Mail Subscribers.....	943	Advertisers and Agents	77
R. F. D. Routes.....	297	Exchanges .....	159
Total Outside Paid	7707	Railway, Baggage and	
		Express, Post Office,	
		Etc.....	72
		Country Samples....	766
		Total Outside Unpaid	1283
(FIGURES NET)		Total Unpaid.....	1583
Total Paid.....	17452		

Total Average Circulation, Paid and Unpaid—19,035.

The average circulation, paid and unpaid, for last month of period examined, is—24,357.

The unpaid circulation remains practically constant.

Average net press run—23,641.

### GAINS AND LOSSES IN PAID CIRCULATION FOR LAST MONTH EXAMINED OVER FIRST MONTH EXAMINED ARE:

July 1911—City.....	8,577	Country ....	5 825
June 1912—City.....	12,747	Country ....	10,519
GAIN.....	4,170		4,694 Total—8,864

The distribution of circulation is 53% in the city and 47% in the country.

### CIRCULATION BY MONTHS

	Paid.	Unpaid.	Total.
1911.			
July .....	14,402	2,314	16,716
August .....	15,967	3,352	19,319
September .....	15,915	2,487	18,402
October .....	15,843	1,197	17,040
November .....	17,202	1,361	18,563
December .....	16,938	1,407	18,345
January (1912) .....	16,670	1,130	17,800
February .....	16,353	1,252	17,605
March .....	17,234	1,056	18,290
April .....	19,727	1,114	20,841
May .....	19,904	1,238	21,142
June .....	23,266	1,091	24,357

# THE KNICKERBOCKER PRESS

TROY

ALBANY

SCHENECTADY

## THE KNICKERBOCKER PRESS

(Sunday Edition)

Paid	(Average)	Unpaid	(Average)
City Carriers.....	694	City Complimentary...	16
Newsdealers.....	6370	Advertisers and Agents	154
Street and Special		Sample Copies (City)...	43
Sales.....	615		
Total City Paid....	7679	Total City Unpaid...	213
Outside Agents.....	4277	Complimentary by Mail	148
Mail Subscribers and		Advertisers and Agents	75
R. F. D. Routes....	276	Exchanges.....	123
		Railway, Baggage and	
		Express, Post Office,	
		Etc. ....	45
		Country Samples.....	249
Total Outside Paid..	4553	Total Outside Unpaid	640
(FIGURES NET)			
Total Paid.....	12232	Total Unpaid .....	853

Total Average Circulation, Paid and Unpaid—13,085.

The average circulation, paid and unpaid, for the last month of period examined is—21,876.

The unpaid circulation remains practically constant.

Average net press run—16,731.

### GAINS IN PAID CIRCULATION FOR LAST MONTH EXAMINED OVER FIRST MONTH EXAMINED ARE:

July, 1911—City.....	5,064	Country ....	2,572
June 1912—City.....	10,267	Country ....	9,527
GAIN.....	5,203	6,955 Total—	12,158

The distribution of circulation is 59% in the city and 41% in the country.

### CIRCULATION BY MONTHS

1911.	Paid.	Unpaid.	Total.
July .....	7,636	627	8,263
August .....	11,712	565	12,277
September .....	9,107	657	9,764
October .....	8,392	647	9,039
November .....	10,232	726	10,958
December .....	10,743	629	11,372
January (1912) .....	9,191	727	9,918
February .....	12,108	704	12,812
March .....	16,429	714	17,143
April .....	15,070	1,187	16,257
May .....	16,350	968	17,318
June .....	19,794	2,082	21,876

# THE KNICKERBOCKER PRESS

TROY

ALBANY

SCHENECTADY

Distribution of circulation by Towns in accordance with publisher's records as of June, 1912:

NEW YORK STATE.	Daily.	Sunday.	NEW YORK STATE.	Daily.	Sunday.
Saratoga	175	175	Newburgh	10	4
Ballston	75	90	Kingston	31	18
Schenectady	2563	2406	Nassau	40	37
Latham's Corners	80	25	East Greenbush	30	20
Cohoes	810	501	East Schodack	10	20
Troy	2980	2650	Valatie	65	36
Menands	55	40	Rossmans	18	20
Watervliet	567	35	North Chatham	40	40
Glens Falls	453	720	Stottville	85	80
So. Glen's Falls	83	108	Niverville	20	12
Mechanicsville	189	236	Stuyvesant Falls	12	10
Fort Edward	195	231	Kinderhook	8	10
Warrensburg	89	57	Electric Park	18	17
Hudson Falls	224	291	Whitehall	60	30
Stillwater	40	45	Plattsburgh	10	5
Greenwich	42	65	Ticonderoga	38	18
Thomson	10	25	Fort Ann	10	10
Schuylerville	43	35	Comstock	14	6
Chubb's Station	—	60	Westport	5	3
Lake George	20	20	Corinth	17	32
Eagle Bridge	6	6	Round Lake	10	20
Shushan	17	20	Esperance	5	10
Salem	5	5	Howes Cave	—	5
Cambridge	12	10	Slingerlands	60	35
Hoosick Falls	100	100	Delmar	95	40
Chatham	115	100	Schenevus	17	30
Chatham Centre	6	6	Millford	12	30
Canaan	10	25	Worcester	10	15
Hilldale	10	9	Oseonta	64	28
East Chatham	15	30	Schoharie	15	10
Gloversville	28	65	Hadley	5	5
Johnstown	77	144	Cherry Valley	20	19
Amsterdam	470	325	Sidney	7	9
Hudson	159	144	East Worcester	15	20
Rensselaer	100	100	Elsmere	30	30
Poughkeepsie	11	3	Unadilla	6	6
Catskill	130	140	Delanson	10	12
Cooperstown	49	47	Sharon Springs	5	3
Hartwick	15	15	Central Bridge	5	5
Fort Plain	10	10	Rotterdam Junction	—	13
Herkimer	4	25	Karners	5	5
Little Falls	65	60	New York City	56	40
Dolgeville	8	8	Syracuse	5	5
Buffalo	30	30	Mohawk	6	10
St. Johnsville	8	10	Niagara Falls	2	2
Utica	43	15	Schaghticoke	5	5
Canajoharie	10	12	Poestenkill	—	5
Fultonville	8	5	Berlin	10	93
Fonda	20	15	Fishkill	5	5
Index	6	3	Middle Falls	5	5
Northville	5	6	Claverack	15	15
Sacandaga Park	10	4	Valley Falls	10	10
Rochester	20	20	North Creek	5	5
Coxsackie	10	8	Granville	5	5
South Bethlehem	20	15	Middleburgh	12	12
Ravena	50	45	Portlandville	10	10
Saugerties	87	80	Walton	5	5
Coeymans	12	10	West Albany	5	5
Bainbridge	5	5	Rhinecliff	2	2
Otego	5	5	Fishkill Landing	2	2
Guilderland Center	10	10	Matteawan	5	5
Selkirk	10	10	Richfield Springs	5	5
Athens	5	5	Pictory Mills	35	35
Lebanon Springs	5	5	Plattsburg	2	2
Philmont	2	2	Richmondville	12	12
New Lebanon	12	12	Binghamton	5	5
Melrose	5	5			
Rotterdam	15	15			
New Baltimore	6	30			
			DAILY	11,700	
			SUNDAY	10,401	



# THE KNICKERBOCKER PRESS

TROY

ALBANY

SCHENECTADY

New York State.....	11700	10401
Mass., Pittsfield.....	396	344
Mass., Other Cities.....	19	17
Vermont.....	31	19
New Jersey.....	27	19
Pennsylvania.....	8	6
Illinois.....	6	6
Other States.....	124	22
	12310	10833
City Drawings.....	9644	9418
	21954	20251

THE KNICKERBOCKER PRESS—Established 1842—is published Daily and Sunday by the Press Company. Officers: LYNN J. ARNOLD, President; STEPHEN C. CLARK, Vice President; GEORGE J. AUER, Secretary and Treasurer.

The Daily has two editions, the first of which goes to press at 2:35 A. M., and the last fifteen minutes later. On a press run of 31,391 copies the proportion to each edition was: First edition—16,976. Second edition—14,415. The Daily varies in size from 12 to 16 pages; the Sunday from 42 to 60 pages. The page is 7 columns. The columns are 21 inches by 13 ems.

The paper has an excellent typographical appearance. It is illustrated and receives the full service of the Associated Press.

It employs Union labor and is Independent Republican in politics.

## Subscription prices:

Daily.....	\$3.00	per year.
	1	Cent per copy.
	$\frac{1}{2}$	Cent to dealers.
Sunday.....	\$2.00	per year.
	5	Cents per copy.
	$2\frac{1}{2}$	Cents per copy to dealers.

No contests or premiums were used during the period under examination.

The following will show the extent to which circulation is paid up:

Daily.		Value
July 1, 1911 - June 30, 1912—Copies to City Dealers.....	2,361,410	\$11,307 05
July 1, 1911 - June 30, 1912—Copies to Country Dealers...	2,020,841	10,104 20
July 1, 1911 - June 30, 1912—Copies Street Sales.....	438,445	2,192 24
July 1, 1911 - June 30, 1912—Copies Special Sales.....	5,366	26 83
July 1, 1911 - June 30, 1912—Copies Carrier Routes.....	235,012	2,350 12
		\$26,480 44

Of these amounts the cash book showed the following receipts:

City Dealers, Street Sales and Special Sales.....	\$12,565 07	(88%)
Country Dealers.....	9,299 99	(92%)
Carrier Routes.....	1,460 30	(62%)
	\$23,324 36	(88%)

From Mail subscriptions and rural routes the total sum of \$2,811.03 was received, of which about \$2,455.60 was for the Daily and \$355.43 for the Sunday. As the Daily mailing and rural route lists numbered 1,240 copies, and the Sunday lists averaged 276 copies per issue, this would signify that each Daily copy was paid for at the rate of \$1.98 per year, and each Sunday copy at the rate of \$1.29. All names are removed from mailing list when subscription expires.

The Sunday receipts from other sources were as follows:

City Dealers.....	336,873 copies.....	\$8,421 82
Country Dealers.....	228,677 copies.....	5,716 92
Street Sales.....	17,852 copies.....	441 30
Special Sales.....	13,953 copies.....	329 00
Carrier Routes.....	36,947 copies.....	1,477 88
		\$16,386 92

Received from City Dealers, Street Sales, Special Sales.....	\$7,763 85	(84%)
Received from Country Dealers.....	4,733 45	(82%)
Received from Carrier Routes.....	945 89	(64%)
	\$13,443 19	(82%)

As the street sales and special sales were cash transactions, the outstanding indebtedness of 12 per cent on the Daily and of 16 per cent on the Sunday are chargeable against city newsdealers' accounts.

ASSOCIATION OF AMERICAN ADVERTISERS, W. B. Getty, Actuary.

## HOW UNCLE SAM GETS SETTLERS

BECAUSE OF LACK OF ADVERTISING APPROPRIATION RIGID ECONOMY IS PRACTISED—IN SPITE OF URGENT SOLICITATION BY ADVERTISING AGENTS, BOOKLETS ARE THE CHIEF FORM OF PUBLICITY—HOW THESE ARE DISTRIBUTED AND HOW THE FOLLOW-UP WORKS — RAILROADS LEND A HAND

*By Waldon Fawcett.*

The United States Government is, in one way and another, a very extensive advertiser, but with one point of contrast to the average commercial or mercantile enterprise of wide scope that is under one general management. Uncle Sam's activities are so diverse that his advertising campaigns are carried on absolutely without reference to one another. This, in itself, of course, begets distinctive policies and individuality of treatment in the preparation of advertising matter, but on top of this is the further circumstance that in almost every instance the exigencies of the case require highly specialized publicity.

From the standpoint of the student of advertising methods one of the most interesting phases of Federal exploitation is found in the advertising for settlers for Government lands—public lands opened for settlement, irrigated lands rendered serviceable by the United States Reclamation Service, etc., etc. Not the least significant circumstance in connection with this line of advertising is that it must, perforce, be carried on with a comparatively small expenditure. The lavish outlay which has characterized certain other forms of Governmental promotion is not in evidence here. Indeed, in the case of the vast areas in the West which have been reclaimed through irrigation projects Congress has made no appropriation for publicity. Every dollar expended is assessed upon the land and consistent economy has had to be practised in telling the people of the opportunities awaiting them.

In a contention that there are lessons to be learned from the methods employed by the Governmental real estate advertisers it may be as well to discount at the outset the possible claim of some practical advertising men that the Governmental example loses force because conditions in one respect are not at all those which confront private enterprise. Reference is made, of course, to the fact that the Government advertiser has a receptive and responsive public awaiting his announcements. The average advertiser has to, at the outset, create a demand for his product,—unless, mayhap, he be that rarity, the actual provider of the proverbial long-felt want. Well, Uncle Sam, in effect, belongs in that latter category in his distributions of land. He is catering to a demand that is as instinctive as ambition or the traditional restlessness of the red-blooded American citizen.

But this very predisposition in favor of the product begets a certain responsibility on the part of the advertiser. It becomes a case not merely of telling the story as effectively and economically as possible, but of exercising conservatism to justify and hold the confidence of a purchasing public. This conservatism is, in fact, the keynote of the whole Government policy in advertising for settlers and in all the printed matter put out there is an entire absence of anything savoring of exaggeration, that is almost startling by comparison with some of the statements made by private land "boomers." Indeed, the reckless promises made by private corporations regarding certain localities have in some instances impelled the Government publicity men to all but go to the other extreme in presenting a drab, unemotional statement of the opportunities awaiting settlers and with dry statistics predominating instead of word-pictures.

No newspaper or magazine advertising is paid for by the Government in announcing the opening to settlers of the constantly expanding areas in the West which have been transformed

¶ The Breeder's Gazette, Chicago, is invariably spoken of by good authorities as one of the first agricultural newspapers of the world.

¶ It has for years been a factor of importance in promoting the cause of scientific agriculture.

¶ Its work meets with the cordial approbation of those who are in a position to judge of the efficiency of its labors in behalf of better farming.

¶ It is an important and useful channel of communication between the farmers and stock breeders of the United States, and as a medium of communication between manufacturers and country consumers it has proved to be a great creator of business.

¶ Going as it does by invitation into the homes of more than 80,000 of the best farmers of the cornbelt, an advertisement in its columns should promote and strengthen any legitimate business enterprise.

¶ The Breeder's Gazette presents weekly more clean and acceptable business announcements than any other paper of its class.

¶ Please permit us to send you a recent issue for inspection. For any further particulars address



## The Breeder's Gazette

542 South Dearborn Street  
Chicago, Illinois, or

WALLACE C. RICHARDSON, Inc.  
41 Park Row New York, N. Y.

GEO. W. HERBERT  
First National Bank Building Chicago, Illinois

Member of Standard Farm Paper Association

from arid or semi-arid land to garden spots through the miracle of irrigation. The railroads, chambers of commerce, etc., place considerable display advertising relative to such opportunities, but the Government itself does nothing, although representatives of leading advertising agencies have bombarded the officials in charge for years past. The explanation is not found, either, wholly in the circumstance that there are no funds available with which to buy space in the periodicals. Rather has the existing policy been dictated by the fact that the Government officials conceive it to be their function to meet an existing demand; not to stimulate new demand. And the fact that Uncle Sam never has more than enough farms to go round seems to justify this view of the situation.

#### BOOKLETS PLAY LEADING ROLE

Therefore it is interesting to note that with their attention concentrated on the one proposition the Federal officials have decided in favor of the booklet as the best vehicle for promulgating information. The United States Reclamation Service has issued, to date, twenty-two different booklets which have had a combined circulation in excess of 855,000. To the general publicity man who is accustomed to handling large editions that may seem a small output, but it must be remembered that each of these booklets has gone to a person who is seriously interested in the subject and who requested it on his own initiative. No mailing lists have been employed in the distribution and every precaution is taken to dodge applications from children and the merely curious who simply want to secure a "pretty book" free of charge. So tightly are the screws put on in distribution that although booklets are distributed at our great national or international expositions, the pamphlets are never exposed to the view of casual passers-by or left to circulate on the "take one" plan. They are kept under cover and the applicant must call at the Government booth and indicate that he is se-

riously interested before he can get one. Then he receives printed matter bearing on the specific locality in which he is interested. There is no shotgun method of loading him down with literature at random.

Most of Uncle Sam's land pamphlets go out by mail in sealed envelopes—the Government officials are strong believers in the sealed envelope as a means of enlisting serious attention—to individuals who have made application for them direct to headquarters at Washington, D. C., or the United States Settlement Bureau at Chicago. The interest which inspires these inquiries may be traced to various sources, such as railroad advertising; the "back to the soil" movement; the rosy reports written by successful settlers to friends and relatives "back home," etc., etc. The main inciter, however, is found in the publicity which this whole subject receives in the public press from time to time as a matter of news. This publicity, it may be added, is not sought by the usual press agent methods. Save for the sending out of 3,500 to 4,000 brief bulletins (prepared on a typewriter duplicating apparatus) to as many different newspapers when there is to be land opening, the officials leave the publicity wholly to the initiative of the newspaper and magazine writers, although every assistance is rendered such workers. This opposite of a self-seeking policy, combined with the universal interest of the subject, serves to secure much space in periodicals of all classes.

#### UNCLE SAM MAINTAINS FOLLOW-UP SYSTEM

The inquiries for information, which come in at the rate of more than one hundred a day, are almost all of a general nature. To each such applicant there is sent first of all a card which he is asked to fill out and return, giving information as to his age and present occupation, the size of his family, what kind of farming he wishes to engage in, how much capital he has to invest, etc. Upon receipt of this card the Govern-

On September 8th

# The Omaha Bee

will include as a part of its regular Sunday edition

## **THE <sup>Semi</sup> MONTHLY MAGAZINE SECTION**

*Appearing the second and fourth Sundays of each month*

The unparalleled standing of The Bee in this very important section of the Nation, fully justifies its action in arranging to supply its many thousands of representative readers with the best magazine that goes with

### **"America's Greatest Daily Papers"**

The Semi-Monthly Magazine Section virile, attractive, gripping and having an appeal to the very superior class of readers it goes to, constitutes the strongest advertising medium published and reaches a greater purchasing power than any other—

### **A dealer and consumer influence second to none**

The list now comprises

The Omaha Bee	The Chicago Tribune
The Cincinnati Enquirer	The Boston Globe
The St. Louis Globe-Democrat	The Washington Post
The North American of Phila.	The Pittsburg Dispatch
	The San Francisco Call

All Leaders in Thought, Action and Influence

**and**

a magazine worthy of their Superiority.

Rates unchanged but subject to change without notice

## **1,600,000 CIRCULATION**

### **THE ABBOTT & BRIGGS CO.**

*General Managers*

Fifth Avenue Building, New York  
Old South Building, Boston

Keasner Building, Chicago  
Wood Building, Philadelphia

ment sends detailed information (in pamphlet form) concerning the opportunities for homeseekers in the region in which the applicant has expressed interest or where his chances would be best, judging by his circumstances. The filled-out card goes into a card index, for, in a modest way, Uncle Sam maintains a follow-up system.

There is, however, no "dead wood" in this follow-up system. The card of an applicant for information remains on file only six months. At the end of that time he gets a letter—"Not having heard from you, etc."—in which he is advised that unless the Government is informed that he is yet interested in the subject his card will be destroyed. The returns from this one prodding are surprising. The average of answers is away above fifty per cent. As a rule the individual addressed will say that he is yet very much interested, but that he has not been able to close out his present business, or that some other circumstance has temporarily prevented him from making the contemplated change of location. Under such circumstances a name is kept in the live file, but at the end of another six months the process will be repeated and the name is stricken off unless there is indication of definite interest. All names of applicants for information regarding new homes are held confidential. Many requests have been received that the Government loan, rent or sell its lists, but are refused.

The booklets which constitute the heavy artillery of the Government campaign are written by the Statistician of the United States Reclamation Service. There is a booklet for each project; that is, for each great irrigated district, and the first edition in each instance is issued just prior to the opening of a project. The life of such a pamphlet is dependent upon the character of the enterprise. If the work of creating a new farming empire is to be expanded by units, as is often the case, it is necessary to keep the booklet on that particular project up-to-date,

either by means of new editions or by inserts. An average edition of one of the pamphlets is 15,000 or 16,000, and seldom has an edition exceeded 30,000.

The Government officials have, in the preparation of pamphlets endeavored to make as much show as they could with the funds available. Tinted covers were used on the earliest of the booklets, and latterly three-color work has been used for both outside and inside covers. The text of a pamphlet averages 5,000 words, and cap subheads are used. Most of the booklets have been of the handy oblong-envelope size; that is, eight and one-half by three and one-half inches, but in order to use a decorative cover the size went up to six by nine inches in the case of some recent publications, and the very latest product has dimensions of eight and three-quarters by ten and one-quarter inches in order to carry effectively a three-color reproduction of an irrigation project as viewed from an aeroplane. Two or three folds, however, will get one of these larger pamphlets into the standard oblong envelope.

#### GOVERNMENT BELIEVES IN PICTURES

There is perhaps a hint for the outsider in the fact that the Government in this advertising work has been a strong believer in the use of pictures and time seems to deepen conviction as to the wisdom of this policy. The regular envelope size pamphlet first referred to carries on an average some fourteen or fifteen half-tones of an average size of two and one-eighth by two and seven-eighths inches, but the latest booklet has on every page a half-tone three and one-quarter by eight and one-quarter inches. And, while on the subject of pictures, it may be added that the Government has in this campaign other schemes for casting its bread upon the waters pictorially. It will loan lantern slides to well-known lecturers who wish to talk on the work of populating our erstwhile deserts, and the officials are allowed to deliver illustrated lec-

*(Continued on page 50)*



## "Strathmore Quality"

### Book and Cover Papers

Talk about copy having the "punch" *behind* it—  
how about getting in a "punch" *beforehand* to  
make men read it?

"Strathmore Quality" Book and Cover Papers  
challenge the attention of all by their appearance  
of distinction and importance. They are inspira-  
tions to the man who plans a booklet or advertising  
folder and invitations to the man who reads.

No matter how small or large your particular piece  
of printing may be, first consult the "Strathmore  
Quality" Sample Books at your Printers'—or write  
us for them. You will quickly and surely arrive at  
the right stock for every job.

*Strathmore Paper Company*

MITTINEAGUE, MASS., U. S. A.

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**\$ 1 63**

¶ This is the cost of a concentrated advertising campaign whether you are advertising a necessity or luxury, with ready response. You will get big business in the market. \$16,310 is a comparatively small expenditure for

**7000 AGATE LINES IN 6**

**IN THESE**

¶ The following papers of the Southern Newspaper Fishers have no competing media—you cannot reach the millions of prospective customers without extensive advertising in the Southern circulation and then you realize why you did not campaign this Fall in the following papers. The cost, considering

**ALABAMA**

Birmingham Age Herald  
Birmingham Ledger  
Birmingham News  
Mobile Item  
Mobile Register  
Montgomery Advertiser  
Montgomery Journal

**ARKANSAS**

Little Rock Democrat

**FLORIDA**

Jacksonville Metropolis  
Jacksonville Times Union  
Tampa Tribune

**GEORGIA**

Albany Herald  
Atlanta Constitution

Atlanta Georgian  
Atlanta Journal  
Augusta Chronicle  
Augusta Herald  
Columbus Ledger  
Macon News  
Savannah News

**KENTUCKY**

Louisville Courier Journal  
Louisville Herald  
Louisville Post  
Louisville Times

**LOUISIANA**

New Orleans Item  
New Orleans Picayune  
New Orleans States  
New Orleans Times Democrat  
Shreveport Times

**Combined Circulation**  
Combined Rate Per Agate Line (Base)

¶ For individual rates, circulations and local information, write

**THE SOUTHERN NEWSPAPER PUBLISHERS**

Geo. W. Brunson, Secretary  
Greenville, S. C.

V. H. H. , President  
BIRMINGHAM, ALABAMA



# 63 1 0

ampaign the principal states of the rich South. No matter  
 xury, message to the liberal Southern consumers will meet  
 n the f markets of this, the fastest growing section of America—  
 or

## IN 61 LEADING DAILIES ESOUTH

aper, shers' Association cover the territory thoroughly and  
 millions of prosperous Southern people unless you use these daily  
 d fail to examine their circulation, note their small South-  
 did not get the desired results here in the South. Start a cam-  
 cost, offering quality and quantity, is very low.

### MISSISSIPPI

Jackson Clarion Ledger

### NORTH CAROLINA

Asheville Citizen

Charlotte Observer

Raleigh News and Observer

Raleigh Times

Winston Salem Sentinel

### SOUTH CAROLINA

Anderson Mail

Columbia Record

Columbia State

Charleston News and Courier

Charleston Post

Greenville News

Spartanburg Herald

### TENNESSEE

Bristol, Va., Herald Courier

Chattanooga News

Chattanooga Times

Knoxville Journal and Tribune

Knoxville Sentinel

Memphis Commercial Appeal

Memphis News Scimitar

Nashville Banner

Nashville Democrat

Nashville Tennessean

### VIRGINIA

Lynchburg News

Newport News Press

Norfolk Virginian Pilot

Richmond Journal

Richmond News Leader

Richmond Times Dispatch

### WEST VIRGINIA

Clarksburg Telegram

culon over 1,300,000

Line (Based on 7,000 line Contracts)

information, write the papers direct or

## PUBLISHERS' ASSOCIATION

H. H. President

ING ALABAMA

J. R. Holliday, Chairman

Atlanta, Ga.

tures providing the bodies inviting them will defray their actual expenses. As the result of a series of five such lectures delivered in New York within the space of one week, recently, by an official of the Reclamation Service there were received by mail 575 inquiries from avowed home-seekers.

The returns from that bit of missionary work in the metropolis reminds that in all branches of this work the greatest number of inquiries come from the cities. Judging from correspondence that comes to Uncle Sam's land agents, the "back to the soil" movement is no visionary fad. More than seventy-five per cent of all the persons who seek land in the new West and apply to Uncle Sam for information state that they have had farm experience, and a large proportion of them are now resident in cities or towns. In analyzing their correspondence the Government officials have been struck, too, by the evidence of the extent to which the farmers of the country are now reading the daily papers. It has happened time and again that new moves on the part of the Government which have been chronicled only in the large city dailies have immediately brought a flood of inquiries from the rural districts.

Aside from the publicity work which the Government carries on direct with a view to securing settlers for the new-found farm domains, it does much by proxy through the instrumentality of the railroads which carry colonists to the newly opened country. After Uncle Sam has issued a booklet on a new reclamation project he is willing to turn over the "copy" to any railroad or chamber of commerce that wishes to duplicate the publication for its own advertising campaign. As a rule a railroad will get out a larger edition than the Government, the first printing of such a railroad booklet running about 50,000 to 60,000. In a few instances the Government has applied limited numbers of booklets for distribution to commercial organizations, etc., in the districts being exploited, but

it does not make a practice of this.

As has been explained, the railroads and commercial organizations get names for the distribution of their booklets by advertising in the newspapers and magazines. Many of the railroads also maintain permanent mailing lists to which all their advertising literature is sent as issued, and persons on such lists, of course, receive the booklets relative to newly opened farm lands. Probably there is a certain proportion of waste in this last-mentioned plan of distribution, for many names get on the railroad mailing lists as the result of inquiries from tourists who have no thought of establishing a permanent home in the region.

#### DELIVERY SARCASM

In debating the high cost of living one of the most tangible defenses the grocer has is the necessary cost of delivering goods incurred by the carelessness of housewives, who expect immediate delivery of the smallest parcel, without regard to whether or not it might have been ordered at a time when it might have been sent out on a regular delivery. An interesting story of how a grocer tried to impress a lesson on a careless woman customer comes from Michigan. It runs thus:

"A woman on her way home stopped in a grocery store to order a spool of thread. She directed that it be delivered to her home.

"The long suffering delivery boy, who was in the store at the time, decided this was just beyond the limit. With the help of another boy, he loaded two heavy planks on the wagon and drove up to the woman's home.

"Carefully backing the wagon up to her front porch, the two boys laid the planks from the back of the wagon to the doorstep. Then, taking a crowbar, they laboriously pried the spool of thread onto the porch. As the work proceeded a crowd gathered. The spool was rolled up to the door and the woman was called out.

"The spool of thread finished sailing through the air as the indignant woman slammed the door in the faces of the delivery boys. The crowd cheered."—*New York Journal of Commerce.*

#### CHICAGO REPORTEE

The Chicago representative of a Sunday paper was confronted with the statement that another Sunday paper had a larger circulation than his paper. For a moment this pushing gentleman was at a loss what to say; then he blurted out: "That paper! That paper selling as many as we do! Why, we lose more papers off our wagons every Sunday than they print!"

SOMETHING NEW IN AD. DISPLAY

Something new in the way of a method for displaying advertisements has been worked out by Howard P. Ruggles. The new arrangement is called the *World's Work Strip System*, and a patent on it has been asked for. The name is derived from the fact that the *World's Work* has obtained rights to employ for

ing a third page band or strip across three running pages, instead of confining the space to a single page, it is thought that the chances for such an advertisement being seen are much greater than in the case of a single page advertisement. By employing varying tones, three advertisers handling allied products, such as linen, cut glass and silver, might arrange to dominate three pages and make displays which would be pleasing and have the ability to stand out.



CONSOLIDATION OF AD DEPARTMENTS

The advertising work of the United States Rubber Company will hereafter be carried on by the advertising department of the United States Tire Company, George C. Hubbs being the advertising manager. W. H. Palmer, who had charge of the United States Rubber Company's work, will be on the staff of the enlarged department in New York.

the present the system in arranging some of the advertisements which will appear in that magazine.

Mr. Ruggles' idea includes the division of a page into thirds running across the two facing pages. By carry-

James A. Robertson is advertising manager of Adam, Meldrum & Anderson, a Buffalo department store. John P. Fallon left the Buffalo establishment to become advertising manager of Stern Brothers, New York.

# H.E. LESAN ADVERTISING AGENCY

We would be judged by  
all as we are judged by  
those whom we serve

General Offices  
381 Fourth Avenue  
New York

Branch Office  
Old Colony Building  
Chicago

## HOW I SOLD "HUGHIE" JENNINGS A HOUSE

HOUSES INTERESTING THINGS TO WRITE ABOUT—THE VALUE OF DETAILS AND ILLUSTRATIONS—MAKING A QUICK SALE IN A DULL SEASON.

*By S. Roland Hall.*

It had always seemed to me that houses of even the middle grade were things of considerable individuality, and that real estate men and other advertisers of house property often lost opportunities in treating their offerings in a commonplace way or in inserting merely a brief notice and leaving so much to be guessed at. I had often thought that if I had a house to sell I would enjoy the job of advertising it in a distinctive way. And I got my chance!

At the time I decided to leave Scranton and sell a house that I had built there, the real estate market was about as dull as it possibly could be. The people of some sections of Scranton were worried about mining operations that were causing surface settlements and drops. The suspension of the mine-workers was on. Business was flat, and the real estate men were wearing long faces. I got it on every hand that it was a bad time to put a property on the market. But it seemed to me if an advertising man couldn't sell his own property he had little cause for offering to help other people sell their commodities. And so I had a newspaper half-tone made up of

the house and prepared copy for the two-column advertisement reproduced here.

The newspaper men smiled when they saw this advertisement, said it was the real thing, and shoved it up into good position as a live lesson on real estate advertising. I had had a suspicion that they would do this!

The advertisement was inserted three times, but it turned out that the first insertion really made the sale. Some ten or a dozen inquiries came immediately, and calls over the telephone kept up for several days. As usual, most of the people drawn by the advertisement were those who for one reason or another did not get down to serious bargaining; but after all, only one inquirer of the right kind was needed to make a



X

## Probably the House You Are Looking For

My going back to New York forced me to put on the market the home I built for myself at 816 Taylor avenue in 1906. See above picture at right. This is a fine block now.

My house is not perfect but is probably as nice a house as any of its size in Scranton. Its building was superintended with great care, and it has many conveniences and fine touches. Building a house is a little fun and a peck of trouble; you can save all that by buying this desirable property.

Lot 462150. Nicely graded and sodded; trees, flowers, etc.; back yard fenced with solid board, top-rail fence, painted; small garden with strawberry bed and other berries. Street curbed and asphalted last Summer.

House well equipped with screens, awnings, porch swing, etc. Fine front porch. Entire outside repainted last Fall. Excellent condition throughout.

First floor has reception hall, sitting room with open fire-place and book-cases built in, dining room, kitchen, pantry. Oak floor except in kitchen; hardwood trim in front part.

Second floor has three bedrooms and tiled-wall bath. Front room is double room, with open fireplace. Closet in each room. Linen closet. Large room on third floor that could be made easily into two rooms; has light and heat.

Extra fine fixtures throughout, gas and electricity. Steam heat. Cold-storage closet and extra water closet in cellar; extra large coal bin and hot water tank; laundry stove and tubs; cement floor.

I want all the property is worth—no more, no less. I think \$7,300 is about right. Mortgage of \$3,000 on property; would stand \$1,000 more. Fine buy for one who can make deal mostly cash. See me or talk with your real-estate man.

Some household effects to be sold at attractive prices.

**S. Roland Hall, I. C. S. Bell Phone 2293R.**

## **"Street car advertising is a great medium for the other fellow, but not the one for me."**

Those who make that remark apparently are convinced that there is some unseen, subtle force running through the street cars telling people not to look at certain cards.

It would allow people to read the Cluett-Peabody card but not the corset manufacturer's card. It would guide the eyes to Heinz and Wrigley cards but not to the cards advertising phonographs or shaving soaps.

As we look down the long list of street car successes, and try to find the guiding spirit which has directed the eyes of consumers to these particular accounts, we cannot help thinking that the subtle, unseen force referred to is pretty liberal with its favors.

Taking it all in all street car advertising will deliver any message to the consumer. The subtle, unseen force that lies in 100,000,000 pocket books can be captured by car advertisers.

The subtle, unseen force which directs the consumer *not* to read your car card has never yet seen the light of day. The real force—which carries conviction to the minds of millions of people every day—is actually at work now, and every hour of every day. It only needs your presence in the cars to prove to you its power for your good.

Which leading cities ought to give you more business?

## **Street Railways Advertising Co.**

HOME OFFICE  
"Flatiron" Building  
New York



CENTRAL OFFICE  
First Nat'l Bank Bldg.  
Chicago

WESTERN OFFICE  
242 California Street  
San Francisco

sale, and there were three or four of this class.

People all over town seemed to have read the advertisement, and the respected head of my household was asked by several new acquaintances if she were the wife of the International Correspondence Schools man who was selling his house and moving to New York. At least one newspaper reader is known to have cut the advertisement out as a model to use later in advertising his own property.

The wife of Hughie Jennings, of baseball fame, mailed the advertisement to the manager of the Detroit Tigers as the best way of describing the property that she thought they would do well to buy. Mr. Jennings, it may be remarked, is a capable attorney of the city of Scranton during the months when baseball is in winter quarters.

At a total expense of less than thirty dollars, arrangements were entered into for the sale of the property to Mr. Jennings just one month from the day it was advertised, and this time would have undoubtedly been considerably shortened had not the writer started on a long Western trip shortly after inserting the advertisement.

It has been interesting to see the number of large illustrated advertisements that have appeared in Scranton newspapers since the advertisement here reproduced was inserted, and the writer is immodest enough to imagine he had a little something to do with this new style of advertising in the Scranton real estate market. In fact, a few weeks ago another man, planning to leave Scranton and to sell a house there, called on me and asked if I wouldn't look over an illustrated advertisement that he had prepared after the style of mine.

Allen D. Albert, Jr., now the general manager of the Minneapolis *Tribune*, tells interestingly of how he resolved when he took charge of the *Tribune* to throw out certain untrustworthy advertisements of distant real estate properties. He was asked how he

would make up for the loss of the business, which amounted to considerable, and he replied by making an onset on local real estate men to get first-class views, interior and exterior, of their properties and put in advertisements that pulled strongly on the attention and desires of people who ought to own homes. Mr. Albert is authority for the statement that in a short time the deficit caused by throwing out shady business was almost entirely made up with advertisements of the most interesting sort.

There are several other Western newspapers that carry a good variety of these human-interest real estate advertisements. And my own little personal experience merely deepens my previous impression—that a house is a distinctive advertising subject that can be treated in a most interesting way.

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#### MERGER OF FARM IMPLEMENT MAKERS

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The Emerson-Brantingham Company, Rockford, Ill., has taken over five other manufacturers of agricultural machinery and has increased its stock to \$50,000,000. The companies purchased are the Gas Traction Company, Minneapolis; the Geiser Manufacturing Company, Waynesboro, Pa.; Reeves & Co., Columbus, Ind.; the Emerson Carriage Company, Rockford, Ill., and the La Crosse Hay Tool Company, Chicago Heights, Ill.

Charles McMurdy, advertising manager of the Gas Traction Company, is advertising manager of the enlarged concern.

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#### IMMODEST

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Walter Kelly, who does the "Virginia Judge" in vaudeville, was walking up the Strand with an English friend, and he remarked on the darkness that enveloped that famous street after 9 p. m.

"Why," he said, "Broadway until after midnight is as bright as noonday. There is one sign alone that contains more than fifty thousand winking, blazing electric lights."

"But tell me, old chap," said the Englishman, "doesn't that make it frightfully conspicuous?" — *Saturday Evening Post*.

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The Senate on August 12 adopted the Bourne plan establishing eight zones for parcels post. Rates were fixed and these vary from five cents for the first pound and three cents for each additional pound within a fifty-mile radius to a rate covering points more than 1,800 miles apart, which is twelve cents a pound.

# San Francisco

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## AND

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# The Examiner

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Deposits in San Francisco banks  
have increased in three years **\$63,865,837.90**  
Between now and the opening  
of the Panama Pacific Exposition  
there is to be spent - - **\$154,000,000.00**

**San Francisco for Three Years Will Be  
The Center of a Golden Tide of Prosperity**

---

# The San Francisco Examiner

The Golden City's Great Newspaper—with more  
circulation than the Chronicle and Call *combined*—  
gives you

## The Opportunity to Share This Prosperity

The Examiner carries more advertising than its morn-  
ing contemporaries together. For the first seven months  
of 1912 compared with the same period of 1911,  
the records are:

<b>EXAMINER</b>	-	<b>460,306 lines Gain</b>
<b>Call</b>	- - -	<b>88,424 lines Loss</b>
<b>Chronicle</b>	- -	<b>68,418 lines Loss</b>

**M. D. HUNTER**  
25 East 26th Street, New York

**W. H. WILSON**  
Hearst Building, Chicago



**THE GLEANER\***  
has never lost an honest advertiser who repeated his copy until he had won the *confidence* of its readers!



GRANT SLOCUM

**T**HIS FARM MAGAZINE occupies an enviable position in the state where it is published. Grant Slocum, its editor, has for nineteen years been fighting with and for the farmers of his state. The circulation is rapidly spreading in the bordering states, Ohio, Indiana and Illinois, but at least 80 per cent of the over 100,000 guaranteed mailing to farmers living on farms is still in Michigan, placing *The Gleaner* head and shoulders above any farm publication in that state, as America's leading advertisers have proven for years. Perhaps the most convincing argument is a current copy of *The Gleaner* which we will appreciate your asking for of any of our nearby representatives. Geo. M. Slocum, Business Manager, Detroit, Mich., J. C. Billington, Western Rep., Chicago, A. H. Billington, Eastern Rep., New York, A. D. McKinney, Southern Rep., St. Louis.

**To-Wit:—****NINE YEARS CONTINUOUS**

The Harrison's Nurseries.  
De Laval Separator Co.  
Kalamazoo Carriage and Harness Co.  
Kalamazoo Stove Co.  
J. E. Bartlett Co.  
Empire Cream Separator Co.  
Vermont Farm Machine Co.  
John M. Smyth Co.  
Sharples Separator Co.  
Chicago House Wrecking Co.  
Sears, Roebuck & Co.  
International Stock Food Co.  
Standard Oil Co.  
Brown Fence and Wire Co.  
1900 Washer Co.  
Manson Campbell Co.  
Folding Sawing Machine Co.

**EIGHT YEARS CONTINUOUS**

American Separator Co.  
Indiana Silo Co.  
D. Hill Nurseries.  
Kitselman Brothers.  
Severance Tank and Silo Co.  
Storrs and Harrison Co.  
H. W. Buckbee Seed Co.  
Dr. Hess and Clark Co.  
American Steel and Wire Co.  
Des Moines Incubator Co.  
Ohio Carriage Co.

**SEVEN YEARS CONTINUOUS.**

Milne Manufacturing Co.  
R. M. Kellogg Co.  
Racine Hatcher Co.  
M. M. Johnson Co.  
Prairie State Incubator Co.  
Bond Steel Post Co.  
International Harvester Co.  
Silver Manufacturing Co.  
Farmers Handy Wagon Co.  
American Harrow Co.  
F. Mayer Boot and Shoe Co.

**SIX YEARS CONTINUOUS.**

Appleton Manufacturing Co.  
Studebaker Brothers Co.  
D. M. Ferry Co.  
Sheerins Wholesale Nurseries.  
Johnston Harvester Co.  
Aspinwall Manufacturing Co.  
Detroit Gas Engine Co.  
Montgomery Ward & Co.  
Imperial Steel Range Co.  
Michigan Stove Co.  
Albaugh, Dover Co.

**FIVE YEARS CONTINUOUS**

Wilbur Stock Food Co.  
Bond Steel Post Co.  
Barrett Manufacturing Co.  
Steel Shoe Co.  
William Galloway Co.  
Cyphers Incubator Co.  
German Kali Co.



## PRIME FACTORS IN GETTING CANADIAN TRADE

WHAT AMERICAN MANUFACTURERS SHOULD DO AND WHAT MANY ARE NOT DOING—DOMINION HEADQUARTERS A CONDITION TO GETTING MAXIMUM BUSINESS—ADVERTISING WITH AN AMERICAN FLAVOR NOT AGREEABLE TO LOYAL CANADIANS

By *L. R. Greene,*

Adv. Mgr. The Sherwin Williams Co., of Canada, Ltd., Montreal

The American manufacturer can unquestionably do business in Canada without Canadian headquarters, but in attempting to do so he works under a serious handicap if he has any competition from Canadian manufacturers or American concerns who are doing business through their own Canadian offices or factories or through a satisfactory agency connection.

In fact, the American manufacturer who has any great opportunity for the sale of his product in Canada finds it much to his advantage to establish a manufacturing plant in the Dominion. Such an arrangement has many advantages. First of all it gives him the opportunity to study closely Canadian markets and to have his product exactly fit the conditions he finds, it allows him to do business on a more profitable basis as he avoids the payment of the duties which are probably levied on his product; it allows him to have his product more favorably received by the Canadian public as there is a general and growing tendency to favor home-made products as against imported products, where quality and service are on about the same level.

First of all the American manufacturer should investigate as to the possible output for his product in Canada, and if he finds a factory unprofitable then by all means let him establish a branch warehouse where his stock can be carried and prompt and satisfactory delivery assured without all the annoyance and delays in passing goods through the Customs.

Unless he takes the Canadian market seriously he had better stay away from it altogether. I am having an experience just now with an American firm that is so aggravating that assuredly these people will never receive any business from us again. Not only is the shipment unnecessarily delayed, but we are having the greatest trouble in obtaining satisfactory information as to what is being done. We are not doing business with a small concern, but one of the largest of its kind in the States, and I cannot believe the treatment that they are giving us is the same that they are extending to their many customers in their own country.

If they treat their other Canadian customers as they are treating us, their business in Canada will not be very encouraging. If later they establish a branch in Canada, they will have a great deal of difficulty in doing business with their old Canadian customers on account of the treatment they have received in the past.

Such a situation mentioned above would probably not be possible if they had a Canadian branch, as the manager of that branch would see that proper service was rendered as his business success would depend on it. Canada is a rapidly developing country, and considering its present population, its people are exceptionally well-to-do and can afford to buy good products.

An American concern should treat Canadian business seriously, and be represented by the proper kind of agency connection or better still have a Canadian branch or warehouse or factory. Not only is this necessary but where the manufacturer wants his product to be known to the general public he should advertise his Canadian business as a separate unit and make a campaign to fit Canadian conditions. Advertising that has an American flavor is not always relished by Canadian readers who have their own national ideals and interests in their own country and what it produces.

## MANY A BALL GAME IS WON IN THE LAST INNING

MANY A HORSE RACE IS WON BY A  
HEAD

In many a ball game the difference of an inch determines the winner. The score is tied. A man on third. Two out. Last inning. The batter cracks a ball between short and third. The short stop rushes over and the ball just grazes the tip of his glove. The ball goes to the left field and the game is won.

If that short stop could have reached just one inch further the batter would have been retired at first and the game saved.

## THE LAST PUNCH IS THE PUNCH THAT COUNTS.

Every salesman knows that many an order is landed, many a contract secured, because of some single argument—some potent reason that wins a customer's favorable decision.

**If you wish to capture New York City trade I can tell you how to do it.**

Everybody knows that Broadway is the most fertile field for advertising in the world.

Broadway is the centre of a city of 5,000,000 population.

An attractive electric sign on Broadway will reach this enormous audience.

*Advertisement.*

Many advertisers pay \$25,000 and more for a sign on Broadway, and it pays.

If you had an individual sign all by yourself the cost would be enormous, and your copy would have to stand for six months or a year.

The National Electric Sign at a comparatively small cost gives you an opportunity of shooting your bull's eye shots at the public every 13 minutes from dusk until 1.30 every night in the year.

On this sign you can boil down your arguments into snappy, clear-cut, terse statements.

You may use 1,000 words in a magazine page that costs you \$4,000 for a single insertion, and you cannot tell the public more about your goods than the **NATIONAL ELECTRIC SIGN** will tell them.

The real selling argument is buried somewhere in your large page advertisement. Dig it out and put it on this sign, where it can be seen.

You can change your copy every month. If there are more than 12 good reasons why the public should buy from you, you can change your copy every week.

*Howard P. Russell*

Advertising Manager,  
National Electric Sign Co.,  
617 Marbridge Bldg.,  
New York.

## IS IT POSSIBLE TO CHANGE THE SYSTEM OF DISTRIBUTION?

STUDENT OF TRADE CONDITIONS BELIEVES THAT THE PRESENT METHOD IS JUSTIFIABLE AND HAS BEEN BROUGHT ABOUT BY THE SOCIAL DEVELOPMENT OF CONSUMERS—THE REPORT OF THE SUB-COMMITTEE OF THE NEW YORK FOOD INVESTIGATION COMMISSION CRITICISED AS OVERLOOKING THE HUMAN ELEMENT

*By Ellis L. Howland.*

[EDITORIAL NOTE.—If, as the sub-committee of the New York State Food Investigation Commission urges in its report made August 1st, the number of grocery stores in the metropolis is reduced from the present several thousand to 200, how would manufacturers of food products be affected? Certainly the amount of "dealer work" to be done would be lessened enormously. Would this mean a correspondingly stronger appeal to the consumer? Obviously the recommendations, put into effect, would touch the fortunes of general advertisers very closely, particularly in view of the condemnation by the committee of package goods as being partly responsible for the high cost of living. Would the total volume of advertising be lessened? Clearly, manufacturers would have little use for trade journals. The publishing industry therefore is concerned.

Manufacturers and publishers, among many other classes of industry, have with good reason taken an acute interest in this report. The inquiry was statewide, and the report is the first fruit of the commission appointed by the New York State Legislature in 1911, in response to the wide protest against the high cost of living.

Mr. Howland, the writer of the following article, is a former advertising manager of the Kellogg Toasted Corn Flake Company and is now grocery editor of one of the New York dailies. In publishing an article of this kind—an out and out defense of things as they are—it hardly needs to be stated that **PRINTERS' INK** does not necessarily endorse the views expressed therein.]

Among men who thought much and earnestly on merchandizing questions, and not unmindful of the unquestioned menace in the rising cost of living, the report of the New York State Food Commission's sub-committee on marketing is distinctly a disappointment. Much of their "discoveries" have been common knowledge for years and their conclusions are self-evident. When it comes to their remedies,

## The Curtain's Up

on the theatrical season.

All attention is centered on the theatre.

Now is the time to reach those on both sides of the footlights—through

## THE THEATRE MAGAZINE

New York

Chicago

Boston



# "This cover stock has peculiar advantages"

If you want to get up an attractive looking catalog in fairly large quantities, and you have to make your appropriation stretch a long distance, it will pay you to specify



## UNIQUE COVER PAPERS

This line of cover papers has many of the qualities which makes Princess Covers famous. It is a good grade, durable, light weight stock in ten pastel shades in Plate and Antique finish.

It is stocked in  
 20 x 25: 50 and 65 lb.  
 22 x 28½: 60 and 80 lb.  
 and the colors are Sepia, Apple Green, Olive, Cardinal, Stone, Niagara, Turquoise, French Gray, Leather and Slate.

Sample book will be mailed on request.  
 You should have a copy on your desk.



### C. H. DEXTER & SONS

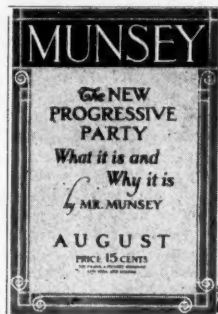
Mfrs. "Princess," "Unique" and "Levant" Cover Papers  
 Box D, Windsor Locks, Connecticut

they appeal to students of the situation from within the trade as void of all promise of improvement. Anyone can frame theories which show logical promise of result, but to get them adopted by displacing the existing conditions is one thing and to make them work in the face of a system which has grown up amid the storms of actual competition and the free and fair operation of the inexorable law of supply and demand, is emphatically another.

#### WHAT WAS OVERLOOKED

Primarily, the investigations of the committee appear to have overlooked one great side of the existing systems of food distribution and marketing—the historical. Conditions which exist to-day were not “invented” nor framed by any specially created set of investigators and theorists; but have grown up in response to public needs and their continued existence is pretty conclusive proof of their soundness, as measured by the requirements of supply and demand. These conditions have grown up in recognition of the fact that merchandise to-day is more than a mere commodity; it is merchandise, *plus service and convenience*. The commission rightly concludes that this has involved much seemingly unnecessary expense, but whether the great mass of housewives is willing to exchange that unnecessary expense, with its resulting convenience, for a stricter economy born of more personal effort and inconvenience, the committee's conclusions have ignored.

That the distribution of food costs too much is admitted by everyone, even in the trade. That it can be reduced without destroying some of the present efficiency is denied—for it is efficient, despite the committee's assertion that it is a product of a “haphazard system and outgrown facilities.” In this connection, the commission has apparently overlooked one vital element of any truly efficient system, viz., positive and ready markets. No



**T**HE value of a publication is determined not by the amount of space it sells, but by the continued and renewed space used by experienced and successful advertisers year after year.

Send for our record of advertisers who have used our pages continuously for the last five years.

Five year old advertisers are not as rare as you may imagine. They are good men to follow.

We will send you the list which also shows the publications they use besides Munsey's.

Write for it.

**The Frank A. Munsey  
Company**

**175 Fifth Ave., New York**

producer will be satisfied with a market that will not absorb his product whatever he sends it in. No consumer will be satisfied with a market that does not afford him "what he wants when he wants it." The certainty feature of any market system is vital to any effective plan.

This has been one of the weak points of all the "producer to consumer" programmes — their lack of elasticity. The farmer who drives a load of produce to market wants to be sure he can sell it—all of it—and not drive back home at night with some of it still in hand. The housewife who goes to a farmer's marketplace wants to be sure that she can get what she wants at any hour of the day, and not discover on arrival that it is all sold out. Rather than suffer from uncertainties, the farmer would prefer to deliver his whole load to some one reliable buyer at a fair market price and go home with an empty wagon in the middle of the day, while the housewife would prefer, in the great majority of instances, to pay the extra cost involved in employing some conveniently located dealer to do her buying for her and hold himself available as a sure depot of supply—and credit perhaps.

The committee's closest approach to solving this "certainty" side of the question is the suggestion of auctions. There's nothing new about this nor will anyone criticise the wisdom of the plan; save possibly with reference to its municipal espionage and its ability to make an auction "stick" in the face of private competition. There have been food auctions for generations past, right here in New York.

The committee proposes to eliminate the great army of retail merchants by setting up more economical chains of stores—about 200 such chains, each capable of supplying 25,000 to 50,000 consumers. It would permit these chain stores to buy as wholesalers and sell as retailers, thereby eliminating one profit. It cannot be denied that such a plan

would eliminate one profit—the promoter and owner of such a chain would be the sole person to be paid a profit. If the committee is right in placing the jobber's profit at ten per cent and the retailer's at thirty—and the trade will assent to the fairness of that figure—there is room for one factor rather than two cutting down these margins—if he would be content to perform the functions of both the jobber and retailer for a less profit. But that "if" is open to doubt, especially if the state were to enact a law as proposed, to encourage the reduction of the city's food grocers from the existing 26,000 or 30,000 food store managements to the proposed 200. History does not disclose that centralization of control in the necessities of life into a few hands has ever produced as satisfactory economics as has open free competition, where there were as many small dealers available for the consumer's convenience as the consumer was willing to support. It should not be lost sight of that the determination of the sufficiency of retail depots is made not by theory or dictum, but by experience, tempered by human nature and its predisposition to convenience and comfort on one side and cupidity on the other.

#### CHAIN STORES NOW IN OPERATION

But as to the plan of reducing two profits into one, People in the food trades know something about chain stores, of which there are many already—the committee says 500—and the chain store represents what the committee suggests. The writer has one of the biggest of such chains in mind, a system of some 250 retail stores controlled by one man. He buys as a wholesaler and sells as a retailer, absorbing both the jobbers' and the retailers' profits.

Theoretically the consumer gets his share of the saving, but does he in fact? That grocer operates what is in all its essentials, a central wholesale warehouse, no different from any other wholesaler whom the "corner grocer" may patronize. With the possible ex-

# An "Original" Farmer's Paper

It's a weekly review of the world's doings.

It's a humorous paper.

It's a business and fiction magazine.

It's The Weekly Kansas City Star.

It is edited for farmers in the belief that farmers are interested in other things than growing more corn or more wheat—only the better and most prosperous farmers *are*.

There are 275,000 of them.

All of them pay for The Weekly Star one year *in advance*.

They don't want to miss any of the News, Politics,

Humor, Fiction or timely agricultural information every issue contains.

Their wives and daughters read it too. A glance at any copy will show why.

## The Weekly Kansas City Star

Read by 275,000  
Rich Farm Families

**An "Original" Farm Paper---There's No  
Substitute for The Weekly Kansas City Star**

New York, 41 Park Row

Kansas City, Mo.

Chicago, Hartford Bldg.

## An INDISPENSABLE FACTOR in EVERY NEW YORK CAMPAIGN

# Brooklyn Daily Eagle

With but one exception advertisers use more space in the EAGLE than in any other newspaper in GREATER NEW YORK!!

The month of July offered a test of the comparative merit of the different dailies, which the EAGLE came through with colors flying.

July is a dull month. Only farsighted, experienced advertisers use space in any medium. And those who do exercise extreme care in making selections—using only newspapers of *proved* pulling power.

The official record of the four Leading New York Dailies deserves study:

First (Manhattan) Newspaper		
1912	1911	Loss or Gain
828,717	854,472	Loss 25,755

BROOKLYN EAGLE		
1912	1911	Loss or Gain
645,933	621,558	Gain 24,375

Third (Manhattan) Newspaper		
1912	1911	Loss or Gain
618,666	607,025	Gain 11,641

Fourth (Manhattan) Newspaper		
1912	1911	Loss or Gain
578,590	655,580	Loss 76,990

**NOTE:** The Eagle gained more than twice as many lines as the other paper that gained, while the first paper showed a loss.

ception of salesmen, which he eliminates for obvious reasons, his expense of jobbing is no less than that of any other jobber. His hauling charges and "overhead" are just as great. The same is true of his retail stores. The only difference is that he gets both profits.

Does he give them to the consumer? I admit that his reputation is that of being a price-cutter, but people who have most carefully looked into quality as compared with price—all along the line rather than on an occasional "leader" for a day—find that in chain stores there is no appreciable saving over the prices at independent stores. These chain store managers usually buy in such quantities as to make material savings. The ultimate retail prices they charge, however, do not justify any great hope that if they "saved one profit" the consumer would get it—least of all if the city's food control went into the hands of a mere band of 200 proprietors. Nor could anyone enforce the reasonableness of profits quite as effectively as does open competition. If chain stores were robbed of their preferential buying opportunities—which would disappear if there was no other outlet—it is doubtful if they could compete with the small "corner grocers," who, the committee says, are now making a mere living wage.

### ONE DEALER TO 50,000 PEOPLE

But more striking than all else as to the inefficiency of the "chain-store-exclusively" plan of food supply would appear the effect upon the consumer. The committee would recommend a chain capable of serving, say, 50,000 consumers. Let the reader consider for a moment a community of 50,000 people, with the food supply in the hands of one grocer. How far would the housewife be obliged to go or telephone to obtain her food supply? In all probability such a system would have several branch stores and delivery wagons and telephone order department, etc., but could any of these be set up and operated with less



expense than is now involved by the "corner grocer"? And when the profits rolled in, would prices be reduced to maintain the one profit at a reasonable figure? Rather is it not true that merchandise is, as stated above, the price of commodity plus convenience and service? And will the consumer care to change this for the small saving involved?

The proposed function of the municipality in the scheme is amusing to one acquainted with market conditions. It is proposed that the city provide market buildings for rental and establish auctions; also that a special bureau be created to determine what the daily prices are and report them to consumers and producers. This is a proposal for the city to engage in existing private enterprises—renting stores, running auctions, publishing market price current sheets and acting as broker for producers, advising them when to send goods to market and when not to. Whether the city could do these things now done by private initiative is open to question. Whether producers would follow the advice of a municipal brokerage and quotation commissioner as to when to ship their goods—assuming that he could advise them well and at the same time look after the buying interests of the consumers—is very much in doubt, especially if some recalcitrant private speculator came into the field and made a few offers to the producers to ship to him direct.

The plan of having the railroads establish storage facilities at their terminals is good; it is also nothing new, but is already practised to a considerable extent. Just why the railroad should be selected for the work, rather than private warehousemen, as at present, is somewhat hazy. That such facilities ought to be convenient to the railroad depots goes without question—in fact, the whole trend of private enterprise has followed that programme, and is lately awakening to the opportunity for greater expansion in that direction. Unless the committee's plan gets busy, private enterprise may outstrip the public.

ONE of the truest fables that Esop ever wrote is that one in which the census is taken of the animal world. When they asked the lioness how many she had at a birth, she replied: "One, but that one is a lion."

The circulation of The American Magazine is the kind of circulation in which the size of it is overshadowed by the quality of it.



ADVERTISING DIRECTOR

Package goods unquestionably do add to the cost of foods, but the public verdict, especially as expressed in such exactions as the pure food and sanitation laws, have thus far been in favor of them, even at the increased cost.

#### REGARDING PACKAGE GOODS

It is still possible for the consumer to buy most commodities in bulk form if he chooses. No expert advice has apparently been needed to aid the public in making up its mind on that point. Trading stamps unquestionably are expensive—3 per cent, the committee says—but no one knows it more than the grocer who, through his associations, is doing all he can to shake the incubus off. And, by the way, the worst offenders in that respect are notoriously these same economical chain stores.

Delivery probably does cost 10 to 15 per cent, as the committee says—probably more—and in many cases is undoubtedly operated absurdly unintelligently. The unintelligence is alike on the grocer and the consumer. The grocery associations have very commonly considered the feasibility of co-operative delivery, where all co-operators would ship to a central station, and from there operate one wagon to each section, rather than have ten or twenty or more wagons, from as many stores, all covering the same district. The committee appears to have said nothing about this plan of saving, which is being agitated by the grocers themselves. Nor does it have anything to say about the careless exactions of the housewife, who wants petty parcels delivered at once, at unquestioned heavy cost, out of all proportion to the value of the merchandise or the profit it brings the merchant.

And cold storage is charged with 8 per cent expense. But the day is past when wise people condemn cold storage that conserves the plenty of one season or locality for the scarcity or famine of another.

The committee disagrees with most reformers in the matter of municipal markets for retailing, chiefly on the ground that they re-

sult in ultimate burden on the public as a landlord. The city's engaging in such enterprises—though the committee does not say this—is open to question as unfair competition against its own taxpayers who are engaged in the business of building and renting stores. All through the report, in fact, there is a total neglect of any consideration of the unfairness of municipal competition with existing private agencies. If food, why not rent, and shoes, and clothing, and everything else?

#### REGISTRATION OF TRADE-MARKS IN CHINA

A Reuter dispatch from Peking states that the government is considering a telegram received from the Chinese Chamber of Commerce in Shanghai, requesting the promulgation of a uniform system of registration of trade-marks. The present status of trade-mark protection is summarized as follows by Vice-Consul General W. Roderick Dorsey, of Shanghai:

Although the commercial treaty between the United States and China of 1903 contemplated protection of trade-marks, patents and copyrights to citizens and (or) subjects of those countries, no patent laws have as yet been enacted and no patent office has as yet been established in China.

Provisional registration bureaus for trade-marks have been opened at the Shanghai and Tientsin offices of the Chinese maritime customs.

A registration is first effected in the consulate of the country of the applicant, and is then sent on to the Commissioner of Customs for registration in the provisional bureau. The result is merely a provisional registration giving tangible evidence of priority of claim of ownership to be considered when trade-mark, patent, and copyright laws come into effect in China and application is made for actual registration under those laws. No actual protection from infringement results; this is only procured in each locality when goods are on the market by official proclamations forbidding imitation by natives or the importation, offering for sale, or otherwise handling imitations of the article covered by the proclamation. But this affords no protection against citizens or subjects of other nationalities, for in China each resident is by treaty subject only to the laws and officials of his own country, and no law or proclamation of China can reach a foreigner. Infringements by others than Chinese affect American treaty relations with the country of the offender, and to secure protection from this quarter in China the trade-mark, patent, or copyright must have been registered in the country concerned. Only when so registered will the local officials of foreign nations enjoin their subjects from importing and marketing spurious products.

**F. S. STAHL**Manufacturer of  
**Stahl's Canning Outfits**

QUINCY, ILL.

7/20/12

Southern Ruralist Company,  
Atlanta, Ga.  
Gentlemen:

Replying to your favor of the 18th inst. will  
say the Edmondson & Pirkle order was shipped July 18th.

The cause of the delay was on account of having  
received so many orders from my advertisements that appeared  
in the Southern Ruralist that I got behind close to 1400  
machines in filling orders, but at this writing believe me  
my factory is running to its full capacity and am turning out  
about 150 Cannerns per day.

I am very sorry your subscriber's order was not  
filled promptly, but I trust the above will fully explain  
the delay.

Yours truly,

*F. S. Stahl.*

Just goes to show what  
the right copy in the  
right Farm Journal at the  
right time will produce

**SOUTHERN RURALIST COMPANY**  
**ATLANTA, GEORGIA**

Chicago Office  
J. C. BILLINGSLEA  
816 First National Bank Bldg.

New York Office  
A. H. BILLINGSLEA  
1 Madison Ave.

St. Louis Office  
A. D. MCKINNEY  
Third National Bank Bldg.

60 out of 95 automobiles owned by 149 subscribers to

## The International Studio

in a given territory  
are as follows:

- 13 Pierce-Arrow
- 8 Packard
- 6 Peerless
- 6 Baker Electric
- 5 Locomobile
- 4 Stevens-Duryea
- 3 Winton
- 3 Rauch & Lang
- 2 Stoddard-Dayton
- 2 Pope-Hartford
- 2 White
- 1 Thomas
- 1 Stearns
- 1 Premier
- 1 Fiat
- 1 Isotta
- 1 Hupp-Yeats

A remarkable showing of high-priced cars

**\$120 a page**

120 West 32d Street  
New York City

## BITTER STRUGGLE OVER PATENT MEDICINES IN ENGLAND

GOVERNMENT MAKING AN INQUIRY  
— COMMITTEE APPOINTED BY  
HOUSE OF COMMONS SAID TO BE  
INFLUENCED BY PHYSICIANS —  
PATENT MEDICINE MEN "STANDING PAT."

*By Thomas Russell.*

CLUN HOUSE, LONDON, ENG.  
It has always been certain that sooner or later the law would begin to take some cognizance of patent medicines. In most countries now there are special laws dealing with any secret advertised remedy. The general effect has been to deprive them wholly or in part of their secret character. In Germany and Austria something like a complete formula has to be attached to the package. In Italy a formula, but not a quantitative one, has to be put on the goods. France takes care of the thing in rather a different way. No one may sell any kind of medicine unless he is a registered pharmacist qualified by examination, and a proprietary medicine has to get past an official board. You would think that this afforded a sort of license: but there is another thought to be done on it. There is a doctrine known to French law, and so far as I know, to French law alone, of what is called toleration—where an act unlawful in itself is exempted from prosecution. Everybody knows what a tolerated house in France means, and proprietary medicines are tolerated on exactly the same basis. Having once passed the official board, a proprietary medicine will not be interfered with by the law, but the law will not interfere on its behalf. If anybody bought proprietary medicines on credit and refused to pay, it is very doubtful whether the price could be recovered by suit, though probably some legal fiction could be invented which would do the trick. Fortunately for medicine proprietors, the law of trademark is not abrogated by the peculiar position of medicines.

Hitherto we have had complete free trade in this country in proprietary medicines. The only thing the Government does to a medicine proprietor is to tax him three cents on a twenty-five cent article and six cents on a sixty cent article; higher-priced sizes in about the same proportion. This tax is imposed by means of a stamp or label, which bears a notification to the effect that it does not imply any Government guarantee—the last an addition made some years ago at the instigation of doctors.

By common law, anyone who chose to say he had been defrauded in the purchase of a proprietary medicine by false representations in advertisements could get the vendor fined or imprisoned, but so far as I know, only one successful prosecution of this character has ever taken place in connection with actual medicines.

The public prosecutor leaves the matter to private citizens; he does not move on his own initiative. The only real considerable prosecution that I recollect occurred about twenty years ago in the case of C. B. Harness, and this was not a proprietary medicine but an electric belt. Harness was prosecuted for fraud, and he got off, having brought as witnesses one or two people who had given him testimonials. The decision of the Court indicates the exact position of British law on the matter. In order that a prosecution may succeed, it is necessary to show not only that the medicine or other curative appliance would not do what it was said to do, but that the manufacturer had no reason for believing that it would. As Harness was able to prove-up his testimonials, the Court held that he had a reasonable ground for believing that his electric belts would do what he said they would do, and consequently he could not be punished. Nevertheless, the prosecution killed his business.

Doctors have been worrying at the patent medicine question for years. The organ of the British Medical Association has published a book with the title "Secret Rem-

## Faith and Facts

may both be important factors in deciding on the merits of an advertising medium, but it is safer to **know** than to **believe**.

If you wish to **know** the kind of people **Current Literature** reaches, we will give you the facts. We know the business connections and in most cases the financial standing of our subscribers in any city in the country.

Tell us the name of the city in which you are most interested and we will tell you who reads **Current Literature** there.

It's a good plan to know what you are going to get for your money before spending it.

---

"Double-value" circulation at practically the same price you pay for the ordinary kind.

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## Current Literature Magazine

140 West 29th St., New York  
317 Fisher Building, Chicago, Ill.

edies," purporting to give the result of analyzing a large number of widely-advertised proprietaries. In regard to one or two of these, of which I happen to know the formula, the analyses are not correct. The book has done an immense amount of harm to the advertised proprietaries by playing into the hands of substitutors. When a customer goes to them for a proprietary medicine, they fetch out the book and show the alleged formula. With the authority of the British Medical Association behind it this formula looks very convincing, and the substitutor offers to make it up at a lower cost than the advertised proprietary. After years of agitation, doctors have at length induced the House of Commons to appoint a select committee to take evidence about the sale of patent and proprietary medicines, preparations and appliances and advertisements relating thereto. There is a proposal that a law shall be enacted requiring a complete quantitative formula to be attached to all medicines. It is very likely true that patent medicines want looking into, but the instigation of the committee has quite obvious medical animus behind it. One of the first medical witnesses examined disclosed the sort of feeling that is behind the affair by stating that the total amount spent on proprietary remedies in Great Britain was 2,500,000 pounds a year—"a sum" (he said) "sufficient to maintain 40,000 hospital or sanatorium beds."

The medical profession is just now very active. The doctors are not satisfied with a pretty liberal allowance made to them under the National Insurance Act, and are trying to wreck it by boycotting the Government Medical Service set up thereunder. Two doctors who acted as medical examiners for Sandow, the physical culture man, have been deprived of their degrees by the General Medical Council. A thoroughly well and legally qualified medical man who had published a book on cancer, containing some new and unorthodox theories, was so libelled in the *British Medical*

*Journal*, the organ of the British Medical Association, that on bringing suit, he was awarded by jury £2,000 damages and his costs.

The evidence before the Medicine Committee is too long to be summarized in a letter. It was given that only one newspaper in the country refuses to insert patent medicine advertisements, namely *The Spectator*, which probably could not get any of them if it wanted to get them, the readers not being of the medicine-taking class. The British Medical Association complained bitterly that some newspapers have refused to insert advertisements of its book purporting to publish the formulæ of proprietary articles. A representative of the Home Secretary told the committee that the Home Office had received very few complaints of fraud in connection with patent medicines.

There would never have been any possibility of inducing the House of Commons to appoint a committee on this subject if it had not been for the existence of low-class and objectionable proprietaries, many of them purporting to have an illegal effect. If the commission results in legislation which destroys or reduces the advertising of patent medicines, the newspapers have only themselves to thank. A large number of newspapers persistently insert advertisements which no decent paper ought to accept. The revenue from such advertisements is very small compared with the revenue from reputable proprietaries, and it is the disreputable ones which have led to all the trouble. The agitation is an interested one, and the press, which takes hundreds of thousands of pounds of medicine advertising, the great bulk of it entirely free from fraud or any objectionable feature, ought to show up the nature of it and discriminate between the nature of objectionable and unobjectionable proprietaries. But instead of doing anything for the advertisers whose money they take, the press seems to be backing the doctors, who are the determined enemies of any kind of advertising.

## HOW THE ONE-CENT LETTER CAMPAIGN IS BEING PROMOTED

A DIRECT CAMPAIGN TO BIG BUSINESS HOUSES AND THROUGH THESE PRESSURE IS BROUGHT TO BEAR UPON CONGRESSMEN — DISTRIBUTION OF PRINTED MATTER, OF BUTTONS FOR BUSINESS CONVENTIONS AND OF STAMPS FOR LETTER HEADS

The National One-Cent Letter Postage Association with headquarters at Cleveland, Ohio, was organized about the beginning of 1911, and in a campaign of about twenty months, it has added over 4,000 members to its roster and is growing at the rate of several hundred each month.

The purpose of the association is to promote sentiment for a one-cent letter postage bill. The general manager of the movement is George T. McIntosh of Cleveland, Ohio, formerly head of the McIntosh Hardware Corporation of Cleveland.

Beginning with a small office and one stenographer, the business grew in a little over a year's time to a point where large, commodious offices had to be leased, and about twenty-five people engaged constantly in the work of conducting the campaign.

Being a movement concerning which there was little public sentiment, it became the duty of Mr. McIntosh to conduct a campaign of education. Realizing that the field was so broad that it could not be covered personally, he proceeded to make liberal use of printed matter, as well as direct letter writing to those who became interested in the movement. He directed his appeal to business organizations throughout the country. They were asked to endorse the movement through their executive members, and this consequently gave considerable publicity in the local papers of those organizations appealed to.

Large business houses in the various large cities throughout the country were soon converted to the benefits of one-cent letter



## The Evansville Courier

On Wednesday and Thursday, July 24th and 25th, a newspaper advertising test was conducted by the Hughes store. A well-known Evansville institution dealing in millinery, furnishing goods, suits, wraps and furs.

An advertisement containing a number of coupons each, with a certain cash value, was printed in each of Evansville's four daily papers.

The patrons of the store were requested to vote in these coupons, the name of the paper in which they desired the Hughes' store advertisements to regularly appear. A careful record was kept by the proprietor of the store.

**388 Courier Coupons were Returned as Against 299 by Its Nearest Competitor. 232 by the Next and 60 by the Next.**

Under date of July 27th, Mr. Hughes writes a highly commendatory letter to the COURIER, in which he expresses his appreciation of the COURIER, congratulates it on its excellent showing, and adds that the indirect sales returns from the test were four times that shown by the coupon figures.

The COURIER is a great local sales power when it comes to reaching the real buying class.

The moral, Mr. General Advertiser, is obvious.

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.



postage. Many of these houses agreed to a request made by Mr. McIntosh that they make a personal canvass of their customers in behalf of the one-cent letter postage movement. This direct appeal resulted in a large number of members being added to the association.

Charles William Burrows, a Cleveland publisher and bookseller, president of the National One-Cent Letter Postage Association, in company with Mr. McIntosh has attended a great many conventions throughout the country and addressed business men on this topic. Mr. Burrows and Mr. McIntosh have also been the guests of Boards of Trade, Chambers of Commerce and business men's organizations in many cities where they have spread the gospel of one-cent letter postage.

Two of the latest innovations of the association are the issuing of stamps or seals, and of a celluloid campaign button. The seals are issued in large quantities to business houses throughout the country and are attached to all correspondence sent out by these houses. The stamps resemble the ordinary two-cent postage stamp issued by the Government, and make quite a striking advertisement on a letter head. Millions of these stamps are being circulated throughout the entire country and the attention of thousands of business men is being directed to the work of the association thereby. Campaign buttons, somewhat similar in design to the stamp, are supplied various conventions of business men, and assist in directing attention to the campaign for one-cent letter postage. As a result many letters of inquiry are received daily.

Millions of pieces of printed matter have been sent out through the association. These are supplied in large quantities to business men who are interested in one-cent letter postage, and, in turn, mailed out in their correspondence. In this way, one-cent letter sentiment percolates into nearly every business office throughout the country.

Considerable publicity attended the introduction in Congress last spring of bills by Senator Burton of Ohio and Representative Weeks of Massachusetts, providing for one-cent letter postage. Newspaper stories were sent out from Washington by the correspondents and the Associated Press in connection with this work, and people were thus informed that a campaign was on for one-cent letter postage.

With a large representative membership which is in thorough sympathy with the work, the association has impressed upon members of Congress the necessity for a one-cent letter postage bill. Many thousands of letters have been sent from all parts of the country to Representatives at Washington, urging them to support the measure under advisement. These letters, coming from the sources they do, must always be answered promptly and courteously by the Congressmen, for the business houses in the United States which have espoused the cause of one-cent letter postage are of such a type that they cannot be ignored.

"We are in this fight to a finish," declares Mr. McIntosh. "We mean first to convince the business men that this movement will mean the cutting in half of their postage account. From between four and five thousand members at present, we hope to have 40,000 to 50,000 before this time next year. Business men are so insistent that this reform be brought about, that it will be impossible for Congress to ignore it at its next term."

#### STROMBERG-CARLSON LIQUIDATING

The Stromberg-Carlson Telephone Manufacturing Company, of Rochester, N. Y., is now in the process of liquidation. The move to liquidate the corporation came as a result of a vote in which more than 25,000 shares of the concern were represented. It is said that the company is not in debt and that the sole reason for the step is that the plant is too large and too much capital is invested for the volume of business to be obtained.

It is expected that a new and smaller company will be organized to take over portions of the plant and continue the Stromberg-Carlson business.



## For The Reader First

The modern newspaper's position, from an economic standpoint, is a peculiar one. It is, to all intent and purposes, supported by its advertisers; yet none of this support could it secure without the endorsement of its readers, whose subscriptions and newsstand purchases represent an actual loss. And the paper which can win the heartiest support of the people to whom it appeals, is bound to be a good newspaper and a successful one.

## THE SEATTLE TIMES

is both. It is held in high esteem not alone in its own city and state, but in the entire Pacific Northwest, that great territory of wonderful growth and more wonderful possibilities.

It owes its position to a strict adherence to the policy of "the people be pleased," and the many advertisers, both local and national, who have taken advantage of this attitude, have had ample cause to congratulate themselves.

An opportunity to present our case and be judged on our merits by any hesitating advertiser who wants to sell more goods, will be a real one—for us both.

## TIMES PRINTING COMPANY

*Seattle, Washington*

THE S. C. BECKWITH SPECIAL AGENCY

*Sole Foreign Representatives*

NEW YORK

ST. LOUIS

CHICAGO

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1882 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

New York, August 15, 1912

## Waiting for the Harvest

About all the so-called "advertising failures" can be classified under two heads:

1. Getting in too soon; and
2. Getting out too soon.

"Fool" goods, "fool" copy, "fool" mediums and "fool" distribution plans belong fairly under the first head because they are just as much an evidence of precipitancy as mere ignorance would be.

This first cause is often more of a waste than a flat failure. The advertiser keeps on, learns from experience and by recouping his loss makes it relative instead of actual.

The advertiser, on the other hand, who "gets out too soon," pays for an experience for which he no longer has any use. There is no help for it if his money gave out, but then that puts him in the class of those in "get in too early." His is a case for prevention rather than cure; for forethought, not afterthought.

The failures that come under the second head are less a consequence of lack of thought than of lack of faith. Whatever faith the advertisers have is based upon an agent's representations (not neces-

sarily infallible) or their own expectations, instead of upon records and reason. When the results do not at once square with the specifications, they draw out. The harvest may be there, in latency, delayed, not denied; and only a little more cultivation, a few more sunny days, be needed to bring it to maturity; but they lose hope and patience, and quit fortune with empty hands.

These advertisers might learn from the other kind. Here's the National Fire Proofing Company, for instance, going a solid year without a single substantial order for its new "Natco" hollow tiles, and all the time advertising, though on a small scale. And the company had to go on longer than that to learn that it took *almost two years* to develop the average inquiry into a sale.

If the company had dropped out, disgusted with the magazines, it would not now be selling 7,000 or 8,000 tons a month through its New York office alone.

Clayton A. Eddy, the advertising manager of the Detroit Stove Works, gave in PRINTERS' INK a week or two ago a number of other instances in which concerns kept doggedly on in the face of faint response until they won out.

But, it will be said, there is sometimes just as much science in letting go as in hanging on. The practical question is: "When does it become utter foolishness to keep on?"

An answer can be given only in general terms: "When the conditions that induced the advertising investment have *changed for the worse.*"

A year might be a short time to wait in one line of business and a long time in another.

If the advertiser has carefully considered everything before he takes the fateful step of advertising—the quality of his product, the distribution, competition, and then copy, mediums and sales support—if constant study shows nothing wrong with the machine except that it does not arrive, then the probability is merely that the Delectable Mountain is farther away than it looked to be through

the clear air. But it's there, if he only takes the right trail.

Everybody on Columbus's ships wanted to turn back, tradition tells, except Columbus. The courage of everybody else will not do the advertiser any good; it takes *his own courage* to pull him through.

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PRINTERS' INK says:

Many a "brand new" advertising stunt has been proved a failure fourteen different ways.

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### **The Course of Suggestion**

The article on the policies of the Regal Shoe Company, in PRINTERS' INK for August 1, contains a statement which might easily be overlooked but which is of vital importance to every advertising man. The statement referred to runs as follows: "While authority must extend downward, suggestion should extend upward."

That maxim is a part of the Regal policy of utilizing the brains as well as the labor of its employees—a thing which is too often neglected, sometimes in the belief that to accept suggestions is a breach of dignity, sometimes simply because it is not realized that employees *have* brains.

A good many advertising managers and others carry a weight of detail upon their own shoulders which it would be quite possible to shift. Particularly is this true in connection with departmental systems and accounts—the various methods of keeping track of what has been done. Even in the comparatively simple matter of filing correspondence the person directly in charge of it is necessarily familiar with details which the manager knows nothing about, and if encouraged to think might do so with profit to the business. And the thinking which comes thus from the bottom will be effective because it starts with a complete knowledge of all the facts, while if the manager tries to do the thinking from the top it is quite likely to be unsatisfactory somewhere because the facts are not all at hand.

Indeed it is frequently the case that many of the functions of advertising departments are looked upon as *ends* rather than as *means*. The copy writers are "pleasing the boss" rather than preparing a way to sell more goods, the order clerk is "keeping books" instead of watching the firm's money, and the filing boy is "working the system" when in reality he is hired to keep track of correspondence. The universal excuse for a mistake is that "the system didn't work," and it is a perfectly valid excuse, too, when the system is evolved and imposed by the man at the top. A little clearer understanding of just exactly what each worker is paid for, and a little less insistence upon the red tape which enters into its performance, would help sometimes.

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PRINTERS' INK says:

*The man who can't obey orders is likely to have trouble getting his own orders obeyed.*

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### **Our Own Medicine**

It sounds reasonable, and of course it is a good argument to tell the dealer that business will be good all summer, and that he should keep up his local advertising all through the hot weather because "people have more time to read then." But when the business going out of agencies is some thirty per cent lighter because the manufacturer's advertising has been cut down, it sort of takes the edge off the argument, and removes most of the bloom from the proposition that the dealer continue to spend his money for space when the manufacturer isn't willing to do the same thing.

Of course as a mere academic question of consistency, the matter could be argued from both sides. As a mere matter of ethics it needn't bother anybody very much. But it has gotten beyond the academic stage, and it is no longer merely an ethical question, for the trade-papers have discovered it, and some of them are calling the dealers' attention to it. As "practical men" we are pained to see the spread of this new-

fangled idea that the dealer has any rights beyond handing out the goods we tell him to, and we regret the growth of the notion that sauce for the goose is equally good for ganders. But on the whole, perhaps the best and most graceful way out of a distressing situation will be to take our own medicine.

---

PRINTERS' INK says:

*Why expect the public to believe it if you don't?*

---

**"Precautionary Advertisements"** An advertisement which many will be inclined to look upon as radical, recently appeared in New York newspapers over the name of the Weed Chain Tire Grip Company. The entire space used was 7 inches deep and 3 columns wide. Half of it was occupied by a half-tone showing a particularly distressing wreck which followed skidding. To the picture was appended a summary of three skidding accidents in which prominent business men had been either horribly injured or killed outright. Two and one-half inches of the advertisement were devoted to advising automobilists to buy Weed chains before risking a ride over damp pavements.

As a whole the advertisement had a gruesome tinge. Even the signature was set in a sort of type which had a funereal aspect. The whole get-up was one which might easily stimulate activity in an individual inclined to be critical. One concern which styles itself "as people who take interest in the art and science of advertising," wrote to the Automobile Board of Trade, New York, and asked for a criticism and at the same time remarked: "It seems to us that nothing could hurt the whole automobile industry more than such absurd announcements." To this communication, the Automobile Board of Trade replied that such sentiments were in line with its own. Thereupon the critic, who opened the discussion, asked PRINTERS' INK to express an opinion.

From interviews with the Weed

people it is learned that the particular copy under discussion was designed to do a very specific thing. "Pretty pictures won't sell chains," said J. O. Lasher, who has charge of the Weed advertising, "but pictures of real accidents will convey a needed warning to motorists. The copy was designed to induce the motorist to drop into a garage and buy chains."

While several persons took the trouble to commend the Weed company for bringing some of the risks of motoring to the forefront, Mr. Lasher said he had heard few complaints. What was more, he said the company proposed to run similar advertisements in numerous cities. This is to be done on the theory that the showing of actual accidents is much more effective than the display of well drawn imaginary ones. The chain concern is convinced that instead of doing the automobile industry a harm, the advertisements are performing a real service for the business at large because they are teaching motorists to use more precaution.

About a year ago, the Speedwell Motor Company ran copy in which a half-tone of a wrecked Speedwell car occupied prominent position. In relation to this rather unique campaign, H. H. Wright, the Speedwell company's advertising manager wrote an article for PRINTERS' INK. During the course of his discussion he made the following answer to the query, "Was this profitable?" "As a matter of fact," said Mr. Wright, "these advertisements caused more comment than any we have ever published. Simply the matter of much comment does not vindicate the advertisements, of course, but nearly all this comment showed that the readers were impressed with the staunchness of the car."

All of which goes to show that advertisements are not always what they seem. While a casual glance may occasionally lead one to think certain copy reverts to the "patent" medicine style of sensationalism, deeper digging will often show the copy to be doing some particular work in a very effective manner.

There is no other advertising service like this in the whole world.



All Publishers Will Throw Up Their Hats for

## INTERLOCKING Fisk Advertising Service

When They Understand It

### THE SEYMOUR REPUBLICAN WRITES:

"One of our dry goods merchants saw the sample of your interlocking advertising service and at once ordered a page ad out of part of it. We are enclosing our check to pay you for a year's service to begin at once."—Seymour Republican, Seymour, Ind.

Daily and weekly newspapers can increase their local advertising patronage by the help of Fisk Service. It costs \$5.00 per year for 52 issues, one a week. After October 1st the price will be \$10.00 a year. Order NOW and save \$5.00, and get the benefit of the service for Fall advertising.

HENRY STERLING FISK, President

## FISK PUBLISHING COMPANY

SCHILLER BUILDING, CHICAGO

## HOW SHALL SECRET SUBSTITUTION BE MET?

THE PROBLEM OF REFILLED BOTTLES IN RESTAURANTS—ONE STEWARD WHO EXPLAINED WHY HE DECEIVED PATRONS WHO ASKED FOR WELL-KNOWN BRANDS — HOW THIS EVIL HARMS THE MANUFACTURER—THE REMEDY SUGGESTED

*By James A. Payant,*

Adv. Mgr., Shaw-Walker Co., Muskegon, Mich.

The sale of private brands, as against trade-marked goods, has received, of late, along with the problem of "substitution," a great deal of attention.

However, there is one phase of the question at issue which has not been accorded, it seems to me, the attention it deserves; and yet it is a phase of "substitution" so insidious and far reaching in its effects that measures for its suppression should be drastic and widely enforced.

A recent experience impressed upon me the vast extent to which this evil has spread.

In New York, not long ago, I dined with a friend in a well-known uptown restaurant. When the waiter brought the fish. I asked for Heinz's Tomato Catsup. He returned, in a few moments, with a bottle that was genuine, but the contents of which bore no resemblance to the original. I had scented the "substitute" immediately by the color, which was a pale brownish red, not the vivid, tomato tint I had learned to recognize in the original. But if I had any doubts in the matter they were quickly dispelled when I tasted the mixture. On protesting to the waiter he took the bottle away, rather crestfallen, and apologizing profusely. In a few moments he returned with a bottle of the genuine catsup.

This little incident, trivial in itself, started my companion to relating one or two experiences of his own.

At a downtown hotel, not long before, he had asked, with his steak, for Lea & Perrin's Worcestershire Sauce, of which he

was particularly fond. When it was brought to him the first taste revealed the "substitute," a very poor imitation of the original. When he protested the waiter sought to make the bluff good by insisting that it was the genuine but when my friend, becoming angry, asked for the manager he hurried out and returned shortly with another bottle—this time of the original brand.

On another occasion, after dining with a friend, a particularly good judge of cigars, he ordered two "Romeo & Juliets," as they were about to leave for the theatre. After lighting their cigars, his companion turned back to the table, picked up the band of the cigar and slipped it into his pocket.

My friend's curiosity was aroused and once outside he inquired jokingly: "Tom, I noticed you go back for the band of your cigar—are you going to decorate a set of china plates?"

"No, but I believe they put one over on us. I think that this is a two for a quarter with an imitation band. I have had my doubts before as to some cigars banded with this particular band and I would just like to make sure."

They turned into a well-known establishment where they bought two more cigars of the same brand. A close comparison of the bands revealed that they were not identical and the salesman at the counter, who had been watching them, vouchsafed this much information:

"We only sell the genuine brand but I guess you won't find it everywhere, especially when fake bands of almost all the famous cigars can be bought at so much per hundred by those who go in for that kind of thing."

A few nights after my own experience in uptown New York, I took dinner one evening in a little restaurant not far from Long Acre Square. With the coffee I ordered a glass of Benedictine, of which I always kept a bottle at home. The waiter brought the cordial in a glass, but did not bring the bottle. The first taste was enough. It was a "substi-

*"Silver that*



*Plate Wears"*

A striking example of consistent advertising in behalf of an article of merit is seen in the success of

**1847 ROGERS BROS.**

*"Silver Plate that Wears"*

For 65 years this silverware has been before the public To-day it is the accepted standard in silver plate. Sold by leading dealers everywhere.

As advertising men, you are interested in these facts. and what years of publicity has done for this silverware.

**MERIDEN BRITANNIA CO**  
(International Silver Co., Successor)  
Meriden, Conn.



## Premium Service

On a National Clearing House basis, relieving you of investing in a stock, expense of handling, heavy cost of printing catalogues, etc.

"The age of organization, where results are obtained at small cost, the work being done by experts."

Back of the Porter Premium Service is the experience of nearly 20 years, with unlimited resources and ample ability, offering every advantage of dealing with a high grade institution.

**THE JOHN NEWTON PORTER CO.**

JOHN NEWTON PORTER, President

NATIONAL PREMIUM CLEARING HOUSE

253 BROADWAY

NEW YORK CITY, N. Y.



# Most of the Big Business Successes in America Use Hammermill Bond

Large users of papers find that Hammermill Bond gives better results than other papers for scores of purposes in office and factory at a fraction of their cost. Shrewd business men are saving 3 to 6 cents a pound on almost every variety of their business stationery because Hammermill Bond is as superior in quality as it is moderate in cost.

Send for our free book of samples. Note the close, firm body, tear a sheet and prove its strength, feel how substantial it bulks for its weight, and admire the finish that gives clearness to typewriting and distinction to printing. Then compare prices with the paper you have been using. Surprise yourself with the saving in your paper bills, when you specify Hammermill Bond for your correspondence between departments, forms, circulars, letterheads, vouchers and a hundred similar purposes.

Write on your letterhead  
for Free Samples—NOW  
**HAMMERMILL PAPER  
COMPANY, Erie, Pa.**



tute" and a very poor one. Once again I complained. This time the proprietor came out himself, brought the bottle, which was unquestionably genuine and stoutly maintained that the contents had never been tampered with.

I refused to argue the matter, paid the bill, put this particular restaurant on my private "black-list" and let the matter go at that.

However, these several experiences within a few weeks of each other, bring up the interesting question: To what extent is this kind of "substitution" carried on and what are its effects?

## THE PRACTICE OFTEN A HABIT

From a brief and incomplete investigation I am inclined to the belief that it is practised on a gigantic scale. One steward, formerly connected with a big summer hotel, admitted that bottles of Catsup, Worcestershire Sauce, Pickles, Mineral Waters, Liquors, etc.—all widely advertised brands—were refilled regularly with cheap substitutes.

These genuine containers, he said, did service from year to year as the help had strict instructions to keep them clean. His excuse for this kind of practice was illuminating, if not convincing: "You see patrons keep asking for certain well-known brands but the margin of profit is so small that the hotel couldn't afford to serve them. And then, anyway, most people are satisfied if they think they are getting what they ask for, so what's the difference?"

This, of course, all other questions aside, is a specious argument. The consumer may not, in most cases, distinguish the real from the spurious article but he can, almost always, decide whether it is "good" or "bad," and right here is where the maker of the advertised brand is a heavy loser.

The consumer who accepts a "substitute" from his grocer, whether in the form of breakfast foods, condiments, liquors, or what not, knows that it is not the genuine and, therefore, is not deceived in the matter. He may decide that he likes the imitation



quite as well as the original, or that the lower price of the substitute compensates for the difference in quality.

It is, we all admit, a most reprehensible practice but, at any rate, the game is played in the open—the package, name or label differ—there is some tangible, definite thing upon which to base a judgment as to the merit of the article.

But in the case of underhanded substitution, such as we are discussing, the consumer has only taste as a means of comparison and this, as we all know, is uncertain. It varies according to our state of health or what we have previously eaten. However, even admitting that some—very few, I am sure—could tell the "substitute" from the "genuine" by taste, how about those who have never heard of, or at least never tried, the "original brand." They have absolutely no basis for comparison. If the "substitute," almost invariably inferior, is

found unpleasant the "genuine brand," represented by the container, shoulders the blame and a possible customer is lost to the manufacturer.

How these individual impressions, good or bad—the subtleties and most potent form of advertising—radiate their effects was recently brought home to me in the case of a safety razor. A friend mentioned having tried a particular make which he had found excellent. Two men present inquired where this trial razor, which had been widely advertised, could be bought. My friend knew the store but not the name and agreed to get two "demonstration outfits." Inside of a month five men in the office had "got the habit" of shaving themselves, and two had already become customers for extra blades—all as a result of a chance remark by a man who was pleased.

In looking back most of us can trace predilections which have

Foster & Kleiser Signs

*Bellingham* ★  
*Seattle* ★  
*Tacoma* ★  
**WASHINGTON**  
 ★  
*Portland*  
**OREGON**

• IN THE •  
**Spotlight**



**U.S. DEPT. OF AGRICULTURE**

**Crop Report**

OREGON	113.5	Ranking First	
WASH.	105.6		
U.S. AVERAGE	98.9%		

*The continuance of National  
 Print and Poster Displays in  
 this prosperous community shows  
 conclusive evidence of results.*

**UTMOST IN SERVICE  
 AND SALES CO-OPERATION**



We wish there were more "Live Wires" who would study how our outside efforts could help them get more **ORDERS**, could help their **SALES-MEN** to greater efficiency, could co-operate with their **DEALERS**.

If they'd let us point out weak spots — strengthen the "hook up" and suggest efficiency tactics; it would open up avenues for increased **PROFITS** that would be mighty pleasing to the "Old Man"—and incidentally to the "Live Wire."

### **Geo. L. Mitchell & Staff**

**BUSINESS COUNSEL  
AS IT RELATES TO  
SELLING PLANS AND ADVERTISING**

**PHILADELPHIA BANK BUILDING  
PHILADELPHIA**

since become "habits," to just such trivial occurrences, sometimes in the form of a chance remark or perhaps as a result of trying some new food product at a friendly dinner. But this being granted, it is obvious that the process works both ways. And this is why the secret and vicious practice of putting inferior "substitutes" into genuine containers, and palming them off as the "original," may work incalculable loss to manufacturers of advertised brands susceptible of such fraudulent procedures.

Of course, non-refillable containers would, it seems, solve this problem but evidently, judging from the relatively few in use, those that have been devised are either too expensive or else impractical.

Why should not manufacturers vitally interested in this problem advertise that a reward will be paid for information leading to the detection of such evil practices? Why not offer one half of the fines imposed upon those convicted of such acts? The Government, by this method, caught the sugar trust, landed some big importers, and is now on the track of prominent but eminently respectable malefactors.

This offer might be given a small space in every advertisement, but it would be most effective, I believe, in the form of a printed slip pasted on or wrapped around each container. In this way it would come to the attention of those who would be most likely to supply valuable information, such as waiters, kitchen help, stewards, etc.

It has been said that since the recent activities of the Government many importers have made out their valuations with microscopic care, oppressed by the fear, ever present, that some watchful eye was upon them, eagerly waiting for an opportunity to further the ends of justice.

It might well be that an open offer, such as is here suggested, would have a most wholesome effect, and of itself tend materially to curb this vicious practice.

## WHY THERE IS LOST MOTION

There are too many merchants—not only retailers, but wholesalers—there is too much lost motion in selling and reselling, shipping and reshipping, and every time the goods are handled, on goes an extra to the price, which does not add to the value of the article to the consumer. Ask any merchant if there are not too many in the distributing markets; he is sure to say yes. Of course, it is always the other fellows that ought to get out—but that does not alter the fact that the excess of shopkeepers is recognized. The problem is to eliminate waste, or reduce its sting.

A great howl goes up about mail-order houses. I do not care to defile or defend them. I do say that there must be some reason for this great development in business, and it strikes at a part of our distributing methods that needs attention.—*M. W. Mix.*

## SPICE IN LETTER WRITING

"When do you prepare the answers to your letters? Do you wait until you sit down to dictate? If you do, the chances are your letters will lack 'spice,'" says one manager, who enjoys an enviable reputation as a writer of letters that take hold. He explains his own method as follows:

"I read each letter through carefully twice when received. As I read I make mental notes of my reply. Sometimes I jot down a few memoranda on the margin of the letter, just to touch off my memory when I take it up again to dictate. Then when I do dictate, I find my mind readily responds with a fresh, vigorous train of associations and it makes no difference whether it is later in the same day, the next morning, or a week later, there is no staleness in the spirit of the reply."—*System.*

## INCONSISTENCY IN PRICES

There has been considerable discussion of late in various trade papers regarding the pricing of dealer's mail orders. It is asserted that dealers are claiming they can secure better prices from salesmen than when orders are sent into the house by mail. If this is true, it surely is time for some change to be made in the methods jobbers are using in handling mail orders, for there is possibly nothing else which will do so much to undermine the confidence of the retail merchants.—*The Zenith.*

## EMERSON MADE ADVERTISING MANAGER

E. H. Emerson, who for several years has been connected with the Wyckoff Advertising Company, has been appointed advertising manager of the Ericsson Manufacturing Company, of Buffalo, N. Y.

The Ericsson Company is a large manufacturer of metal telephones, electric heating apparatus and a general line of electrical goods and they are planning an extensive campaign.

## The First Four Months

of 1913 The Chicago Record-Herald carried 8,495 columns of advertising. This is a

## Gain of 168 Columns

over the amount of advertising carried during the corresponding four months of 1911.

The gain of The Chicago Record-Herald during

## The Past Fourteen Months

is 1,904 columns, which far exceeds the combined gains of all other Chicago morning newspapers during this period.

## THE CHICAGO RECORD-HERALD

New York Office - 710 Times Building

## Increased \$150,000 In One Year

A banking institution at Janesville, Wisconsin, increased its business in one department \$150,000 in one year and used "The Janesville Daily Gazette" alone in its advertising. While you may have nothing to do with the banking business, it simply points to the fact that people up in this country have as much confidence in "The Gazette" and its announcements for the bank as they have for a commercial proposition and lend a ready ear to the argument and respond to the call of the advertiser. The banks in the district covered by "The Gazette" have on deposit over \$4,000,000.

People have been educated to reading advertising in "The Gazette" and they buy advertised articles. "The Gazette" co-operates with the advertiser in making the right sort of connection with the dealer. We want you to know all about this service.

## THE JANESVILLE DAILY GAZETTE

Eastern Representative  
M. C. WATSON, Flatiron Building, New York City, N. Y.  
Western Representative  
A. W. ALLEN, 1002 Tribune Building, Chicago, Ill.

## Lincoln Freie Presse

German Weekly  
LINCOLN, NEBRASKA

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

CIRCULATION 128,384  
RATE 35 CENTS

## The Little Schoolmaster's Classroom

Just why so many advertisers feel that white type on solid black or muddy backgrounds is better than good black type against a white background seems likely to remain one of the mysteries of advertising. The solid black background is less effective than usual when the space is small and the type is crowded. Note

**3000 GUMMED LABELS**  
 SIZE 1x2 INCHES. PRINTED TO ORDER AND  
 POSTPAID. SEND FOR CATALOG  
 WILLIAM KOEHL CO. JAMESTOWN, N.Y. **\$100**

MAKES A POOR SHOWING

the reproduction of the William Koehl advertisement. It was probably hand-lettered with considerable trouble, but the condensed white lettering in all-cap lines makes a poor showing. Com-

**Mailing Tubes**  
**"That come in a flat sheet"**  
 Save freight, cartage, space, postage and time. Excellent for mailing calendars, banners, drawings, catalogs—or anything that can be rolled. Send 2c for Samples.  
 THE MAIL WRAPPER-TUBE CO. of America  
 162-164 East 118th Street New York

COMPARE WITH CUT ABOVE

pare this advertisement with the Mail Wrapper-Tube advertisement, which is of the same size. The wrapper-tube advertisement is nothing remarkable in the way of effective display, but it is easily superior to the other.

\* \* \*

Don't be sure that the copy-writer is to be blamed when the advertisement is one of those general, flowery kind that gets to the end without really conveying any definite message to the reader.

Not long ago one advertising man said to another—a writer of

clothing copy: "I think you have a bang-up typographical style to your work. It stands out so well that readers can't miss it, and the display is in perfect harmony with the subject, too. But my criticism is that the copy, though pleasingly worded, is too general. Why don't you turn loose in one of your advertisements and tell what the firm can do for the man whose limit is a \$20 suit; another time let us know what you can do for \$25, and so on. I think that kind of copy and the window display is what tempts a man to go into a clothing store for the first time."

"I agree with you exactly," said the other, "and I have argued with the firm time and again to let me write up just that sort of copy, but the boss smiles and say that it isn't the thing. He thinks he knows the clothing business, of course, and he insists that I merely advertise the line generally—talk about the magnificent assortment that gives such an opportunity to all, no matter the size of the purse, the fine style of the line, and so on. So what's a man going to do?"

Perhaps this is the situation in a great many cases where the poor advertising man is roasted for the frothy general stuff that gets into the advertisement. But it does seem that it is high time now for advertisers to realize that such copy neither interests nor convinces readers. Generally speaking, no one advertisement interests every possible purchaser. It is better to pick out a class of readers and aim at them with rifle-shot arguments than to be firing at long range with shot-gun stuff that doesn't bring down the game. And this doesn't mean, either, that such advertisements as those dealing with men's clothing should be full of minute details.

\* \* \*

Articles tending to promote health, hygiene or sanitation, will find a ready sale among the readers of

## PHYSICAL CULTURE

It is the top-notch medium in the magazine field for advertising directed along health lines

New York Office: 1 Madison Avenue  
O. J. ELDER, Manager

Chicago Office: People's Gas Building  
W. J. Macdonald, Manager

Boston Office: 24 Milk St.  
Oliver E. Butler, Manager

**Quality Circulation  
Brings Returns**

*It's the fashion that sells the fabric.*

## Dry Goods

Established 1900

The most popular dry goods paper — read from Cover to Cover by the rank and file of Buyers, Retailers and Importers. Its growth in paid subscriptions is phenomenal. It is doing things—it is bold and has the confidence of its readers.

Advertisers of national reputation use it all the year.

Its advertising rates are low.

Send for rates and discounts to advertising agents.

**Dry Goods Publishing Co., Inc.**

236-238 Fifth Ave., New York.

(Max Jagerhuber, Founder and President) 236-8 Fifth Ave., N.Y.  
New York Corporation with a paid up capital of \$100,000.00.

## Why Export Your Canadian Advertising Plates? We Save You The Duty

A duty of 1½c per square inch is charged on all advertising plates entering Canada, which we can save for you by making all your electrotypes, stereotypes and mats—of the highest quality—in our splendidly equipped Montreal plant.

We will ship them anywhere in Canada for you,—if you desire it. Saving you the annoyance and delay in getting cuts through the Customs, and we guarantee you prompt service and first class work.

Write Us.

**Rapid Electrotpe Co. of Canada**  
MONTREAL, CANADA

## Outside Man

Have you large acquaintance among Publishers, Advertisers and Advertising Agents?

Have you enough confidence in your own ability to start on commission basis?

Are you hoping to get in business for yourself?

If you can answer "Yes" to these questions, write me about yourself and your experience.

I need a "Hustler" to sell Plans, "Copy" and Illustrations.

The man able to deliver can become part owner of the business.

Communications confidential. Address,

**George B. Spencer**

**17 Madison Ave.**

**New York City**

## Copy Writer Wanted

A man 25 to 35 years of age with ideas and some experience in advertisement writing. Applicants will please specify expected salary, submit specimens of work, and provide full particulars as to present and past employment. No personal visits are desired except by appointment. This is an excellent opportunity for the right man to grow into a permanent and remunerative position.

Address Copy Dept.,  
Postum Cereal Co., Ltd.,  
Battle Creek, Mich.

The advertising man was enjoying an ice-cream soda at one of these little glass-top drug-store tables that serve as display cases as well as tables. His eyes lingered on the good displayed in the little case, and as he arose he said to the druggist, "You may give me a cake of that Jergen's Soap."

"Do you buy that kind regularly?" queried the druggist.

"No," was the reply, "I don't know that I ever bought a cake before, but I've seen it advertised a good deal, and I've been looking at it there in the case and thought I'd give it a trial."

Thereupon this wideawake druggist volunteered the information that he had been asking other people like questions under similar circumstances and had come to the conclusion that these little tables, which induce people to sit down close to goods for some time, had brought about more sales than any other sales-aid device he had put in for years. "People see things in my windows," said he, "but they are passing along on errands and it is hard to pull them in for little things, but when they camp down right alongside of the goods with minutes to spare, the display gets in its work."

\* \* \*

Did you ever take notice of how often those who argue against patronage of mail-order concerns refer to "the persuasive pictures and strong descriptions of the mail-order advertisements and catalogues?" Of course, the truth is that efficient advertising largely accounts for the inroads that the mail-order house makes on the local concern. The local merchant, buying in small quantities, cannot always compete with the big mail-order concern in the matter of prices, but he has other noteworthy advantages that go a long way toward overcoming the mail-order man's advantage in the matter of price. The local man can show the real goods; the mail-order house is confined to showing pictures. The local man knows his customer and can deal with him face to face; he can act

more judiciously than can the mail-order man in the matter of crediting, can attend to fitting to much greater advantage, can make exchanges readily, and so on. But when it comes to advertising Mr. Mail-Order Man usually beats the local dealer with room to spare. With the mail-order man, space is precious; he sees to it that words and pictures that mean something go into the space. He spurns generalities and adopts a style that is close to the telegraphic style.

As local advertisers use their windows to better advantage, pass up the indefinite, bombastic shotgun style of copy, and realize the need for "persuasive pictures and strong descriptions," the power of the mail-order man is sure to lessen to a considerable extent.

There is room for more manufacturers' cuts—cuts that will enable the local dealer to show the exact goods that he is advertising without going to the expense of preparing special cuts, which he can rarely afford.

\* \* \*

Stock cuts fill a need, but they often lead to false impressions. The Schoolmaster has several times noticed a handsome stock design of the entrance to a suburban section. The concern that prepared this design allows real-estate companies in different communities to use the illustration, so of course the features that are peculiar to one property cannot be brought out. Those who understand advertising practice do not feel that the use of this stock design is an attempt to deceive, but an intelligent woman who is really looking for a suburban home said the other day: "Don't you think it is a shame the way the Company has fixed up the picture in their advertisement? The streets are not laid out that way, nor do the houses out there look like those in the picture." So, after all, it may be better to use less expensive illustrations that really illustrate the thing we have to sell.

It's no wonder that printers sometimes commit crimes in the name of ad display. Some of the

"ad-setting contests" conducted by their trade magazines, instead of being truly educational seem likely to have just the opposite effect. The copy furnished for the contest is often of a brief general character that no one could make up into a first-class example of an advertisement. And then one very popular way of deciding about the most effective pieces of composition is to have the contestants themselves vote as to their choice. As probably not more than one in a dozen of printers in general is a first-class ad compositor, the first choice is sometimes a huge joke as an example of effective ad display. But anyway, the contests show some of the marvelous things that can be done in the way of panel and rule work!



## MIDSUMMER GAINS

Merchants of Pittsburgh deemed it a wise move to increase their advertising in The Pittsburgh Post for July, 1912, over July, 1911, by

**80,626 Lines**

and in The Pittsburgh Sun for the same period

**73,696 Lines**

Give your copy additional flavor of progressiveness by placing it in

## THE PITTSBURGH POST THE PITTSBURGH SUN

Emil M. Scholz, General Manager.  
CONE, LORENZEN & WOODMAN,  
Foreign Representatives.  
NEW YORK. CHICAGO.

Edw-Edz

Celluloid

## Use these Guides Tipped with Celluloid

Don't crack, curl, fray or require additional filing space. Always clean. Don't show finger-marks. All colors—plain or printed as desired. Only Tip in one piece. All sizes. Write for Samples.

STANDARD INDEX CARD CO., 701-703 Arch St., Philadelphia



## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

### ADDRESSING MACHINES

**Addressograph** PLANT, like new. Addressographs, Graphotypes, 4-line Frames, Cabinets. Sacrifice. WAGNER, 520 Spruce St., Scranton, Pa.

**THE WALLACE STENCIL ADDRESSING MACHINE** is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

### ADVERTISING AGENTS

**ALBERT FRANK & CO., 26 Beaver St., N. Y.** General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

### ADVERTISING MEDIA

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for over 25 years the coal trades' leading journal. Write for rates.

**THE TEXTILE MANUFACTURER.** Charlotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

**THE** circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

**FOR \$1** we send copies of 10 letters that will prove a worthy find of practical letter selling ideas. We have no solicitors. Order today. **THE LETTER BOURSE, 1390 Arlington, St. Louis, Mo.**

### AD WRITERS

**ARTIST and WRITER.** I make Advertising Illustrations and write Copy. Piece work only. **WONFER, 31 Clinton St., Newark, N. J.**

### COIN CARDS

**WINTHROP COIN CARDS.** Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. **THE WINTHROP PRESS (Dept. C.) General Printers and Binders, 60 Murray St., New York.**

### HELP WANTED

**EXPERIENCED** advertising solicitor for established export monthly. Appeals to manufacturers, banks, insurance companies, etc. Absolutely high class circulation. Liberal commission. Exporters' Review, 80 Broad St., N. Y.

### SALESMAN

To solicit advertising for the Detroit Street cars. A man with experience and references. A man capable of earning a good salary. Position permanent on a salary and commission basis. **MICHIGAN STREET CAR ADV. CO., 83 Fort St., West, Detroit, Mich.**

### Advertising writer wanted in

New York advertising department of large general magazine, farm paper and trade paper advertisers; must be experienced in writing advertisements, catalogs, etc.; exceptional opportunity and chance for steady position; state age, salary expected and experience in detail, or no attention paid; also send samples of work, which will be returned; replies considered strictly confidential. Address Advertising Department P. O. Box 91, Grand Central Station, New York City.

### MAILING LISTS

**PACIFIC COAST,** Addressing, Multigraphing, Printing, Mailing, Guaranteed Service. Largest and only skilled organization on Coast. Write for catalog. **Rodgers Addressing Bureau, 35 Montgomery St., San Francisco, Cal.**

### POSITIONS WANTED

#### ADVERTISING MANAGER

Young, energetic hustler will entertain proposition from well established trade paper. Excellent record as producer. Address, **RESULTS, Box 130, care of Printers' Ink.**

**WANTED**—Position as circulation manager of a daily paper. Am a young man of good ability, thoroughly experienced; can give best of references. Address "G. S.," Box 131, care of Printers' Ink.

**CAN** you use a hustler? Conscientious service. Harvard graduate. On magazine three years. Also salesman and solicitor. Can write convincing English. Opportunity. "F. L.," Box 129, care Printers' Ink. Please write soon.

**Advertising Manager** at liberty September first. Account of consolidation. If you want a man who can produce business, act quickly. Address **BOX 129, care of Printers' Ink.**



**ADVERTISING MANAGER** wants place with manufacturer or retailer. Experienced at all forms of advertising; have done local and national work. Won't waste your money; am young; salary moderate. Box 133, Printers' Ink.

**COPY MAN**—Business writer, original, versatile. Unusual experience in every branch of advertising. House organs, window-trim suggestions, selling ideas. Know printing and engraving practically and thoroughly. Know stock and color-work and am a typographical designer of rare ability. Can sketch suggestions for illustrations and borders. Age 28; married. Salary \$40. "J. J. J.," Box 125, Printers' Ink.

**AMBITIOUS** young man seeks connection with department or agency; can produce forceful copy and live correspondence; experienced with type, stock and printing; regular scholar of the Little Schoolmaster and a graduate of the I. C. S.; a thinker and a worker; age 19; now with newspaper; opportunity considered before salary. Address BOX 134, care of Printers' Ink.

**WANTED**—Situation as Asst. to Adv. Mgr. of growing manufacturing concern in Ill., Ind., Wis., or adjacent States; age 26; now employed as Adv. Asst. with large Mfg. Co.; 2 yr. newspaper experience; I. C. S. training; have written trade paper adv., house organ copy, circulars, etc. Desire better opportunity of advancement. Best references. "S. E. M.," Box 132, care Printers' Ink.

## Advertising Manager

I can produce business for any publication that can give value to advertisers; 32 years old; have no disqualifying habits and am open for engagement September 1st. Class publication preferred. Salary \$50.00 to begin, with specified increase upon achieving specified result. Address W. W. H., care Printers' Ink.

**YOUNG MAN**, 28, seeks permanent connection as Advertising or Dealer's Helps Manager. Ten years' experience in various retail lines; now, and for past three years, conducting a retail advertising service. Strong, forceful copy writer; effective campaign planner, with a complete knowledge of merchandise and the retail field. Salary to start \$2,500. Open September 1st. Address "A. F. D.," Box 130, care of Printers' Ink.

**CAPABLE ADVERTISING MAN**, at present holding remunerative position, seeks connection as assistant to advertising manager of large concern, or on staff of enterprising agency. Desire for wider field, reason for wishing change. Has metropolitan experience; 32 years old; forceful, clever, reliable. Can not only write strong copy, but has ability to plan. Unquestionable references. Address "B. M. O.," Box 126, care of Printers' Ink.

## EXPERIENCED ADVERTISING SOLICITOR

I wish to change my position because I know I have it in me to make good on a larger proposition than I now have. Have been successful in securing business for trade and farm papers; age 29. Plenty of satisfactory references furnished. Middle West territory preferred. Address "J. R.," Box 106, care Printers' Ink.

## For Publisher's Advertising

Young man with all around advertising experience and especially valuable training in the preparation of strong letters, circulars and other advertisements of books and magazines (advertising and subscriptions) and in publisher's copy service for advertisers, can give half time to similar work for another publisher, if not competing. Location New York. Opportunity to get high-grade service at moderate cost. Address "T. D.," P. O. Box 537, New York City.

## My Experience in Advertising and Sales

covers eighteen years of originating, directing and executing sales-creative work—for many and varied lines, by all methods, through all mediums, to all classes of buyers. As advertising and sales manager—advertising agency manager, "merchandiser" and "copy-man," solicitor and handler of accounts—have learned "the game"—produced results—and have the proofs. Open for new connection—ready to demonstrate ability to earn any salary you will pay and that I can accept. Box 127, care Printers' Ink.

### PRESS CLIPPINGS

**ROMEIKE'S PRESS CLIPPING BUREAU**, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

### PUBLISHING BUSINESS OPPORTUNITIES

**SEE HARRIS-DIBBLE CO.** for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4383 Gramercy, 46 W. 24th St., New York.

## PRINTERS' INK BINDERS AT COST TO US

**75c Each**  
**Post Paid**

**STRONG, CONVENIENT, SIMPLE**

**PRINTERS' INK PUB. CO.,**  
**12 W. 31st St., New York**

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

Birmingham, *Ledger*, dy. Average for 1911, 36,377. Best advertising medium in Alabama.  
Montgomery, *Advertiser*, net av. year 1911, Dy. 17,569; Sun., 22,238. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

## ARIZONA

Phoenix, *Gazette*. Average June, 1912, 6,238 daily. A. A. A. ex. regularly.

## CALIFORNIA

San Diego *Union*. Sworn circulation, June, 1912, Daily, 10,637; Sunday only, 16,624.

## CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1910, 7,601; 1911, 7,892.

Meriden, *Morning Record & Republican*. Daily av.: 1909, 7,709; 1910, 7,893; 1911, 8,085.

New Haven, *Evening Register*, daily. Aver. for 1911 (sworn) 19,104 daily, 2c.; Sunday, 16,108, 5c.

New London, *Day*. Evening. Circulation, 1910, 6,892; 1911, 7,141. Double all other local papers.

Norwalk, *Evening News*. Average circulation 1911, 2,645. Carries half page of wants.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1911, Daily, 7,815; Sunday 7,869.

## DISTRICT OF COLUMBIA

Washington, *Star*, Evening and Sunday. Average daily 4 mos. '12, 64,154. (C). Carrier delivery.

## ILLINOIS

Chicago *Examiner*, average 1911, Sunday 641,622, Daily 216,098, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, *Polish Daily News*. Year ending May, 1912, 18,094; May average, 16,705.  
Champaign, *News*. Leading paper in field. (Champaign-Urbana.) Average year 1911, 8,337.  
Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1911, 9,114.

Peoria, *Evening Star*. Circulation for 1911, 31,140.

## INDIANA

South Bend, *Tribune*. Sworn average June, 1912, 13,014. Best in Northern Indiana.

## IOWA

Burlington, *Hawk-Eye*. Average 1911, daily, 9,426; Sunday, 10,381. "All paid in advance."

Des Moines, *Register & Leader* (av. '11), 36,263. *Evening Tribune*, 30,316 (same ownership). Combined circulation 66,579—35% larger than any other Iowa paper.

Washington, *Even. Journal*. Only daily in county. 1,958 subscribers. All good people.

Waterloo, *Evening Courier*, 53rd year; Av. dy. year 1911, 8,139. Waterloo pop., 27,000.

## KENTUCKY

Louisville, *Courier-Journal*. Average 1911, daily and Sunday, 28,911.

Louisville, *The Times*, evening daily, average for 1911 net paid 47,956.

## MAINE

Augusta, *Kennebec Journal*, daily average 1911, 9,872. Largest and best circ. in Cent. Me.

Bangor, *Commercial*. Average for 1911, daily 10,444.

Portland, *Evening Express*. Average for 1911, daily 17,626. Sunday *Telegram*, 13,013.

## MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1911, 79,626. For July, 1912, 77,787.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## MASSACHUSETTS

Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1911, 184,614—Dec. av., 187,178.

## Sunday

1911, 323,147—Dec. av., 324,478.

Advertising Totals: 1911, 8,374,061 lines

Gain, 1911, 447,988 lines

2,327,831 lines more than any other Boston paper published.  
Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.

Boston, *Evening Transcript* (©). Boston's best table paper. Largest amount of week day ad.  
 Boston, *Daily Post*. Greatest July of the Boston Post. Circulation averages: *Daily Post*, 411,131, gain of 57,963 copies per day over July, 1911. *Sunday Post*, 323,786, gain of 30,120 copies per Sunday over July, 1911.

Boston, *Herald*, guaranteed daily circulation 110,714 (average for whole year ending April 30, 1912). The newspaper of the home owners of New England.

Lawrence, *Telegram*, evening, 1911 av. 8,405. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1909, 14,539; 1910, 16,562; 1911, 16,987. Two cents. Lynn's family paper. Covers field thoroughly.  
 Salem, *Evening News*. Actual daily average for 1911, 18,871.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '11, 19,031. The "Home" paper. Larg'st ev'g circ.

### MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Guaranteed circulation 90,000.

Jackson, *Patriot*, Aver. year, 1911, daily 10,368; Sunday, 11,213. Greatest circulation.

### MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 21,887.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1911, 103,728.

The absolute accuracy of *Farm, Stock and Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Journal*. Every evening and Sunday (©). In 1911 average daily circulation, evening, 78,119. In 1911 average Sunday circulation, 82,203. Daily average circulation for July, 1912, evening only, 81,043. Average Sunday circulation for July, 1912, 84,035.

CIRCULATION Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ended Dec. 31, 1911, 98,586. Average circulation of Sunday *Tribune* for same period, 117,904. Average net paid circulation for 1911, daily *Tribune*, 92,094; Sunday *Tribune*, 109,313.

### MISSOURI

Lamar, *Democrat*, weekly. Average, 1911, 3,511.

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1911, 123,829.

### NEW JERSEY

Camden, *Daily Courier*, covers Southern New Jersey. 10,360 daily average 1st 4 mos. 1912.

Camden, *Post-Telegram*, 10,416 daily average 1911. Camden's oldest daily.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. 10-'07, 20,370; '08, 21,326; 20-'09, 19,062; '10, 19,238; '11, 20,116.

### NEW YORK

Albany, *Evening Journal*. Daily average for 1911, 18,351. It's the leading paper.

The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1911, 61,119.

Buffalo, *Courier*, morn. Ave., 1911, Sunday, 97,764; daily, 80,368; *Enquirer*, evening, 33,891. Buffalo, *Evening News*. Daily average 1911, 94,734.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1911, 6,337.

### NEW YORK CITY

**The Globe** Largest high-class evening circulation. Counts only papers sold for cash. Net cash daily average, Jan. 1, 1912, to June 30, 1912, 127,990. A. A. A. and N. W. Ayer & Son certificates.

Schenectady, *Gazette*, daily. A. N. Lietcy. Actual Average for 1911, 20,817. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, *Union Star*, 75% "home" circ. eve. Sp. features: Autos, Sports, Women's, Fin., Fra. Utica, *National Electrical Contractor*. mo Average for 1911, 2,035.

### NORTH CAROLINA

Charlotte, *News*, only Evening and Sunday paper in two Carolinas. The *News* leads.

### OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1911: Daily, 96,129; Sunday, 126,191. For July, 1912, 110,362 daily; Sunday, 132,015. Youngstown, *Vindicator*. D'y av., '11, 16,422. LaCoste & Maxwell, N. Y. & Chicago.

### PENNSYLVANIA

Erie, *Times*, daily. 22,113 average, July, 1912. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Philadelphia, *The Press* (©). Is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Jan., 1912, 85,563; the Sunday *Press*, 174,372. Washington, *Reporter and Observer*, circulation average 1911, 12,823.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1911, 16,349. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening, 18,401 net. sworn. A. A. A. examination.

Williamsport, *News*, eve. Net av. 9523, June, 1912, 9782. Best paper in prosperous region.

York, *Dispatch and Daily*. Average for 1911, 18,637. (A. A. A. certificate.)

### RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation for 1911, 20,297—sworn.

Providence, *Daily Journal*. Average for 1911, 23,057 (©). Sunday, 32,658 (©). *Evening Bulletin*, 20,486 average 1911.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, 8,465.

### SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily average 1911, 3,239.

Columbia, *State*. Actual average for twelve months ending June 30, 1912, daily 17,970; Sunday, 18,525. July, 1912, average, daily, 19,460; Sunday, 20,466.

### VERMONT

Barre, *Times*, daily. Only paper in city. Av. 1911, 6,754. Examined by A. A. A.

Burlington, *Free Press*. Examined by A. A. A. 8,968 net. Largest city and state.

### VIRGINIA

Danville, *The Bee* (eve.) Aver. July, 1912, 8,846. *The Register* (morn.), av. July, '12, 8,026.

## WASHINGTON

Tacoma, *Ledger*. Average year 1911, daily, 19,001 Sunday, 27,288.  
Tacoma, *News*. Average for year 1911, 15,310



Seattle, *The Seattle Times* (☉) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1911 cir. of 64,005 daily, 83,746 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. *The Times* in 1911 beat its nearest competitor by over two million lines in advertising carried.

## WISCONSIN

Milwaukee, *The Evening Wisconsin*, daily. Average daily circulation for year 1911, 44,766, an increase of over 3,000 daily average over 1910. The *Evening Wisconsin's* circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.



Fond Du Lac, *Daily Commonwealth*. Average year 1911, 3,971. Established over 40 years ago.  
Janesville, *Gazette*. Daily average, July, 1912, daily 6,016; semi-weekly, 1,701.

Madison, *State Journal*, daily. Actual average circulation for year 1911, 7,817.

Racine (Wis.) *Journal-News*. Average June, 1912, circulation, 6,930.

## MANITOBA, CAN.

Winnipeg, *Der Nordwestern*. Canada's National German weekly. Av. 1911 23,026. Rates 50c. in.

## ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1911, 3,626.

## QUEBEC, CAN.

Montreal, *La Presse*. Daily average for year 1911, 104,197. Largest in Canada.

Montreal, *La Patrie*. Ave. year 1911, 46,902 daily; 66,897 weekly. Highest quality circulation.

## SASKATCHEWAN, CANADA

Regina, *The Leader*. Aver. May, 1912, 11,686. Average 1st 5 months, 1912, 11,017. Largest circulation in Saskatchewan.

## Want-Ad Mediums

## CONNECTICUT

MERIDEN *Morning Record*. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 5 cts. for 7 times.  
NEW HAVEN *Register*. Leading want ad medium of State. Rate 1c. a word.

## DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (☉), carries double the number of Paid Want Ads of any other paper. 1c. a word.

## ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Chicago *Examiner* with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

## MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

## MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



THE Boston *Globe*, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,725 over 1910, and 340,666 more than were printed by any other Boston newspaper.



## MINNESOTA

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

CIRCULATIN THE Minneapolis *Tribune* is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Dec., '11, amounted to 153,557 lines. The number of individual advertisements published was 26,573.

Ink Pub. Co. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



THE Minneapolis *Journal*, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cash order one cent a word, minimum, 20 cents.

## NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

## OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

## PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

# (◎◎) Gold Mark Papers (◎◎)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign **◎**.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 30 cents per line per week. Two lines (the smallest advertisement accepted) cost \$31.20 for a full year, with 10 per cent discount, or \$28.08 if paid wholly in advance.

## ALABAMA

The Mobile *Register* (◎◎). Established 1821. Richest section in the prosperous South.

## DISTRICT OF COLUMBIA

The *Evening and Sunday Star*. Dy av. 1st 4 mos. '11, 64,154. (◎◎) Delivered to nearly every home.

## ILLINOIS

*Bakers' Helper* (◎◎). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The *Inland Printer*, Chicago (◎◎). Actual average circulation for 1910-11, 17,104.

## KENTUCKY

Louisville *Courier-Journal* (◎◎). Best paper in city; read by best people

## MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston *Evening Transcript* (◎◎), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (◎◎). Only French paper among 15,000 French population.

## MINNESOTA

The Minneapolis *Journal* (◎◎). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

## NEW YORK

Brooklyn *Eagle* (◎◎) is THE advertising medium of Brooklyn.

*Dry Goods Economist* (◎◎), the recognized authority of the Dry Goods and Department Store trade.

*Electrical World* (◎◎) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

*Engineering Record* (◎◎). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. MCGRAW PUBLISHING CO.

*Hardware Dealers' Magazine* (◎◎). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 233 Broadway, New York City.

New York *Herald* (◎◎). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

The *Evening Post* (◎◎). Established 1801. The only Gold Mark evening paper in New York. 'The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The *Evening Post*.—Printers' Ink.

*Scientific American* (◎◎) has the largest circulation of any technical paper in the world.

The New York *Times* (◎◎) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

## PENNSYLVANIA

The *Press* (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Jan., 1912, sworn net average, Daily, 86,563; Sunday, 174,272.

# THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

Providence *Journal* (◎◎), only morning paper among 600,000 people.

## TENNESSEE.

The Memphis *Commercial-Appeal* (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The *Commercial-Appeal* passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

## WASHINGTON

The Seattle *Times* (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

## WISCONSIN

The Milwaukee *Evening Wisconsin* (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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# Milwaukee has the price— have you the goods?

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**H**ERE is a city rich in diversified manufacturing, with dozens of its plants of huge size and of country wide importance.

Here is a city bounded by agricultural lands that are second to none in productiveness and dairy lands and industries that are in first place.

Here is a city that looks out upon its northern woods, about to be converted into commercial timber, that are perhaps the greatest in extent yet untouched by the woodman's axe.

Here is a city where all men in earnest about succeeding get on with a happy contented spirit; here country widespread panics have never left a scar.

Here is a daily newspaper (The Milwaukee Journal) that goes to over 60% of Milwaukee homes and carries the messages of those who have goods to sell to a following amply able to pay the price for a meritorious product.

Here you can use one newspaper and "make good"—one newspaper that will bring returns in just proportion to any advertising outlay, promoting a proposition of worth.

Here is a newspaper that averaged over 66,000 daily circulation during the past twelve months and makes an advertising charge of only 7c a line flat for the service.

Here is a medium you ought to employ, a city you ought to "invade."

## THE MILWAUKEE JOURNAL

**C. D. BERTOLET, Manager Foreign Advertising**

CHICAGO OFFICE—1101-1110 Boyce Building.

NEW YORK OFFICE—J. F. Antisdel, 366 Fifth Avenue.

O. G. Davies, Gumbel Building, Kansas City.

# More Money Than Ever in This Field

Our country's crops are larger than ever before—and prices relatively higher.

This means that people who trade in the Small Towns have more money to spend this year than ever before.

Over two-thirds our country's population—over 60,000,000 people—trade in the Small Towns.

You can influence this trade most economically by advertising in "Home Life"—the Standard Small Town Magazine—because *all* its circulation is in the Small Town Field.

Every copy of "Home Life" is subscribed and paid for *in advance* and goes to a prosperous Small Town Home.

Nearly one Million such homes are reached every month by "Home Life."

Not 25%—not 90%—but *the entire circulation* of "Home Life" (*every copy*) reaches Small Towns.

## Home Life

The Standard Small Town Magazine

**BALCH PUBLISHING CO., Chicago**

ARTHUR A. HINKLEY, Advertising Manager

F. W. Thurnau, Western Mgr.

Lloyd R. Wasson, Eastern Mgr.

141-149 West Ohio St., Chicago, Ill.

200 Fifth Ave., New York City.